

# **Melvin D. and Valorie G. Booth College of Business and Professional Studies**

*Dr. Gregory Haddock, Acting Dean*

- Department of Agricultural Sciences
- Department of Business
- Department of Communication and Mass Media

# Melvin D. and Valorie G. Booth

## College of Business and Professional Studies

**Acting Dean:** Gregory Haddock

The Melvin D. and Valorie G. Booth College of Business and Professional Studies includes the Departments of Agricultural Sciences, Business, and Communication and Mass Media.

### **Statement of Mission**

The overall mission of the Melvin D. and Valorie G. Booth College of Business and Professional Studies is to continue to expand and improve access to learning by developing partnerships with men and women so that, together, we can acquire appropriate knowledge and skills, apply that knowledge and skill to new situations, and to act accordingly. As a result of that mission, we prepare men and women for leadership careers in business, industry, education, government, broadcasting, publications, news reporting and public service. Four major areas of education are involved in the development process:

1. A foundation in general education in full recognition that as future organizational leaders, students should have a firm understanding of the relationships to social, economic, political and cultural trends.
2. A professional component that provides a broad understanding of the fundamentals through which a particular discipline operates.
3. An opportunity to specialize in a discipline relevant to a chosen career.
4. An understanding of trends in science and technology and how those areas influence social, economic, political and cultural trends.

Important objectives of the Melvin D. and Valorie G. Booth College of Business and Professional Studies are:

1. To provide professional assistance to public and private organizations throughout our region.
2. To engage in applied research activities with a particular emphasis on meeting the needs of public and private organizations within our region. Applied research is emphasized because of the needs of the State, the environment in which the college exists, the interests of the faculty and the mission of the University.

Continuing opportunities are made available to students to participate in meetings with business, industrial and public service leaders, as well as outstanding professionals from various disciplines. Participation in student organizations as well as business and government internships provide realistic opportunities for students to relate to future leadership roles.

Programs in the Melvin D. and Valorie G. Booth College of Business and Professional Studies offer courses leading to the Bachelor of Arts, Bachelor of Science, Bachelor of Science in Education, Master of Science in Education, Master of Science in Agriculture, Master of Business Administration, Master of Business Administration with Information Technology Management emphasis, and Master of Business Administration with Agricultural Economics Emphasis degrees.

Web-based programs leading to a Bachelor of Science with a major in business management and marketing are currently available. Additional programs are being developed.

### **Accreditation**

Northwest Missouri State University, through its Melvin D. and Valorie G. Booth College of Business and Professional Studies, is nationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) for the offering of the following degree programs: (1) at the graduate level, for the Master of Business Administration (M.B.A.) degree; (2) at the undergraduate level, for the Bachelor of Science (B.S.) degree with majors in accounting, business economics, finance, management information systems, business technology, business education, business management, international business and marketing. These accredited programs are marked with a pound sign (#) in the departmental listings. The B.S. in Education degrees in Agricultural Education and Business Education are accredited by the National Council for Accreditation of Teacher Education and the Department of Elementary and Secondary Education.

### **Business Transfer Requirements**

Any community college student or student from another baccalaureate degree-granting institution planning to transfer to Northwest Missouri State University and major in one of the business programs should place heavy emphasis on liberal arts courses during the first two years of study. However, many of these students will wish to include some business courses in their program and should select those courses from the following:

- College Algebra (3 semester hours)
- Statistics (3 semester hours)
- Computers and Information Technology (3 semester hours)
- Principles of Accounting (6 semester hours)
- Managerial Communication (3 semester hours)
- Macroeconomics (3 semester hours)
- Microeconomics (3 semester hours)
- Business Law (3 semester hours)
- Fundamentals of Finance (3 semester hours)
- Principles of Management (3 semester hours)
- Principles of Marketing (3 semester hours)

Any equivalent Northwest business course taken at another regionally-accredited institution will transfer, providing that at least 60 percent of the comprehensive major is completed at Northwest. Students minoring in general business must also complete 60 percent of those requirements at Northwest.

Special articulation agreements have been made with community colleges for the transfer of associate of applied science degrees. Further information may be requested from the Office of Admissions or the dean's office.

## Common Professional Component Requirements for Accredited Business Programs

To ensure a common professional component among the accredited business programs, all students majoring in accounting, business economics, business education, business management, business technology, finance, international business, management information systems, and marketing are required to fulfill the following professional component requirements.

All students majoring in Public Accounting, Private Accounting, Business Economics, Business Management, Financial Services, Financial Computing, Corporate Finance, Financial Management, International Business, Management Information Systems or Marketing must earn a minimum grade of "C" in each Common Professional Component and required course.

General Education Courses	Semester Hours
*MATH 17-114 General Statistics I	3
*ECON 52-150 General Economics I (Macroeconomics)	3
<b>Total General Education Requirements</b>	<b>6</b>
<b>Directed Institutional Requirement</b>	
CSIS 44-130 Computers and Information Technology	3
<b>Non-business Courses</b>	
MATH 17-118 College Algebra	3
ECON 52-151 General Economics II (Microeconomics)	3
<b>Total Non-business Requirements</b>	<b>6</b>
<b>Business Courses</b>	
ACCT 51-201 Accounting I	3
ACCT 51-202 Accounting II	3
FIN 53-311 Business Law I	3
FIN 53-324 Fundamentals of Business Finance	3
MGMT 54-310 Managerial Communication	3
MGMT 54-313 Principles of Management	3
MGMT 54-315 Operations Management	3
MGMT 54-417 Organizational Policy and Decision-Making	3
MKTG 55-330 Principles of Marketing	3
MKTG 55-438 International Business	3
CSIS 44-317 Management Information Systems	3
<b>Total Business Requirements</b>	<b>33</b>

\*These courses fulfill General Education requirements and are not counted toward the major requirements.

Courses listed under the appropriate major must be completed in addition to the above common professional component requirements.

Non-business students majoring in communications, mass media, advertising, interactive digital media, or economics are not required to fulfill the common professional component requirements.

Minors are available in business education, marketing and cooperative education, animal science, precision agriculture, economics, general business, agricultural science, agronomy, commercial agriculture, horticulture, broadcasting, journalism, advertising, interactive digital media, organizational communication, public relations, interpersonal communication and rhetoric.

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## **Course Description**

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### **Melvin D. and Valorie G. Booth College of Business and Professional Studies / 76**

#### **101 Freshman Seminar (1 hour)**

Freshman seminar is designed to introduce students to Northwest Missouri State University.

Topics of exploration will include adjustment to University life, skills necessary to make the most of the University experience, General Education requirements, academic programs and advisement, career exploration, campus and community resources, taking advantage of cultural and extra-curricular events, and assuming responsibility for one's own University experience.

# Department of Agricultural Sciences

## **Chairperson:**

**Faculty:** Rod Barr, Lurinda Gilliland, Rego Jones, Arley Larson, George Kegode, Naveen Musunuru, Jamie Patton, Callie Walker, Thomas Zweifel

## **Statement of Mission**

The Department of Agricultural Sciences at Northwest Missouri State University supports and enhances the mission of the University. Northwest is a coeducational, primarily residential, regional University offering a broad range of undergraduate and select graduate programs. The University's programs place special emphasis upon agriculture, business, and teacher education, as these professions contribute to the primary service region. In support of this mission, the Department of Agricultural Sciences currently offers seven majors, six minors, three master's degrees and a two-year farm operations certificate to complement the high quality, living-learning environment of Northwest for students interested in pursuing careers in agriculture.

## **DEGREE PROGRAMS**

The courses in the Department of Agricultural Sciences are chosen with the aim of preparing students to take their place in the many and varied occupations directly or indirectly related to agriculture. It is possible for students to select an area of emphasis in preparation for a particular career field, to prepare for advanced study, to prepare for farming or to enter the teaching field as a teacher of agricultural education.

Majors are currently offered in Agricultural Business, Agronomy, Animal Science, Animal Science (Pre-Veterinary Option), Horticulture, Agricultural Education and Agricultural Science. Students at Northwest can select agricultural minors in Animal Science, Agricultural Science, Commercial Agriculture, Agronomy, Precision Agriculture, and Horticulture. Master's programs are offered leading to the following degrees: Master of Science in Agriculture, Master of Science in Education (Teaching Secondary Agricultural Education) and Master in Business Administration (MBA) with an area in Agricultural Economics.

All faculty members within the Department of Agricultural Sciences have earned a Ph.D. or have significant professional experience, and strive for excellence in teaching, scholarly activity, service and student support. The Agricultural Sciences department is a leader in applied research programs in alternative crops, marketing research and associated activities.

The Department of Agricultural Sciences places special emphasis on creating a climate that is conducive to learning. The faculty possess a genuine concern for the students as well as a high commitment to the educational achievement of their students. The department's goal is to educate students to successfully meet the challenges of a career in agriculture, while instilling a desire and curiosity for lifelong learning.

The department offers an excellent course curriculum for each major, undergraduate research op-

portunities, internship programs, a wide range of professional and social student organizations and hands-on experiences in living laboratories to expand students' horizons beyond the classroom.

### **Agriculture Major Requirements**

When a student chooses agriculture as a major, he/she will also choose an area of specialization from those offered. An advisor will then be assigned and the student and advisor will select the courses needed to complete the major requirements. Courses are required for each major, but students may, with permission of the advisor and department chairperson, make substitutions or additions to their program. General requirements for the B.S. degree are found in the "Degree Requirements" section of this catalog.

- All agriculture students are required to take chemistry as part of their general requirements.

## **DEPARTMENT POLICIES**

### **Requirements for Independent Study and Problems Courses**

The independent study and problems courses for each area of specialization permit the student to explore a specific topic in depth. The 400-level course may: (1) use either primary or secondary research data or (2) cover course material the student was unable to schedule prior to the senior year. The 500-level course may use only primary research data or special problems assigned by the instructor.

A student may take no more than three hours of 400-level and three hours of 500-level of these courses during the undergraduate program. The student may not take both a 400- and 500-level of these courses during the same trimester.

The final report must be filed in the Department of Agricultural Sciences and the student is responsible for providing that copy.

### **Credit By Examination**

The agriculture courses listed in the course descriptions preceded by an asterisk (\*) are available to students for credit by examination. If a student feels he/she can test out of any of these courses, the student should talk to the instructor and the department chairperson.

### **Majors and Minors for Agriculture Students**

Students majoring in agriculture are not permitted to minor in agricultural science. Students seeking multiple majors in agriculture are not permitted to use agricultural science as one of the majors. Students pursuing a major in agricultural science may not pursue a minor offered by the department. When an agriculture minor is chosen in lieu of the collateral field for a major, duplicate courses in the minor must have replacement coursework assigned by the advisor.

### **Transfer Credit**

For Bachelor of Science degree students, only those junior/community college agriculture courses with a lower division equivalent at Northwest will be transferred toward a B.S. degree, with the exception of internships and those courses that are covered by a current articulation agreement. Up to six credits of employment experience, on-the-job training, or internships can be substituted for Northwest's AGRI 03-498 Agriculture Occupations Internship.

For Bachelor of Technology degree students completing a one- or two-year program at a junior/community college and who transfer to Northwest for a B.T. degree, most credits will transfer,

either as substitutes for equivalent courses at the freshman and sophomore level or as electives. Bachelor of Technology students must complete a residence emphasis of 24 hours. (See Bachelor of Technology degree requirements on pages 77-78.)

Students selecting a major/emphasis in agriculture from Northwest Missouri State University must complete a minimum of 24 credit hours in agriculture from Northwest's Department of Agricultural Sciences. Exceptions to this policy must be submitted in writing to the department chairperson for review by the Department Curriculum Committee.

## MAJORS

### **Major in Agricultural Business, 37 hours: B.S.–Collateral Field Required**

CIP: 010102

This program prepares the student to work in agriculturally-related industries. Students receive a solid background in business management principles as well as technical agriculture. It prepares the student for management positions in the areas of marketing, grain merchandising, insurance and banking sectors.

Required Courses	Semester Hours
*AGRI 03-102 Introductory Agricultural Economics	3
AGRI 03-150 Animal Science	4
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-296 Seminar	1
AGRI 03-302 Agricultural Marketing OR MKTG 55-330 Principles of Marketing	3
AGRI 03-304 Farm Management and Record Analysis	3
AGRI 03-309 Basic Applied Futures Marketing	3
AGRI 03-407 Agricultural Finance OR FIN 53-324 Fundamentals of Business Finance	3
AGRI 03-503 Agricultural Law	3
Advisor-approved electives in agriculture or business	10
<b>Total</b>	<b>37</b>
<b>Collateral Field Courses</b>	
*MATH 17-114 General Statistics I	3
ACCT 51-201 Accounting I	3
ACCT 51-202 Accounting II	3
FIN 53-311 Business Law I	3
MGMT 54-310 Managerial Communication	3
MGMT 54-313 Principles of Management	3
MKTG 55-430 Sales and Sales Management	3
<b>Total</b>	<b>21</b>
<b>Directed General Education Requirement</b>	
MATH 17-118 College Algebra	3

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement: Students must earn a grade of "C" or better in AGRI 03-102, Introductory Agricultural Economics. Students may have no more than seven hours of "D" in courses required by this major.**



**Major in Agronomy, 36 hours: B.S.–Minor Required OR  
Collateral Field Listed Below**

CIP: 011102

The agronomy curriculum provides fundamental training in crop and soil science. Students choosing to major in agronomy will be prepared to serve in crop consulting, environmental protection, land management, soil conservation, seed, fertilizer, agricultural chemical sales or related areas.

Required Courses	Semester Hours
AGRI 03-232 Crop Production	3
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-296 Seminar	1
AGRI 03-330 Forage Crop Science	3
AGRI 03-336 Crop Physiology	3
AGRI 03-381 Applied Entomology	3
AGRI 03-432 Soil and Water Conservation	3
AGRI 03-440 Introduction to Precision Agriculture	3
AGRI 03-530 Soil Formation and Classification	3
AGRI 03-534 Plant Breeding	3
AGRI 03-434 Weed Science: Ecology and Control OR AGRI 03-582 Plant Diseases	3
AGRI 03-536 Soil Fertility	3
Advisor-approved electives in agriculture	1
<b>Total</b>	<b>36</b>

**Collateral Field Courses (if no minor is selected)**

*BIOL 04-112/113 General Botany and Laboratory OR BIOL 04-140 General Microbiology	4
BIOL 04-350 Genetics OR BIOL 04-376 Basic Ecology	3-4
*MATH 17-114 General Statistics I	3
GEOL 27-360 Environmental Geology OR GEOG 32-365 Geographic Information Systems	3-4
CHEM 24-242/243 Organic Chemistry and Laboratory OR CHEM 24-342/343 Organic Chemistry I and Laboratory	4-5
ENGL 10-315 Writing for the Professions	3
<b>Total</b>	<b>20-23</b>

**Directed General Education Requirements**

AGRI 03-130 Plant Science	4
CHEM 24-112/113 General Chemistry and Laboratory OR CHEM 24-114/115 General Chemistry I and Laboratory	4
MATH 17-118 College Algebra	3

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement: Students must earn a grade of "C" or better in AGRI 03-130, Plant Science. Students may have no more than seven hours of "D" in courses required by this major.**

## Major in Animal Science, 38 hours: B.S.—Minor Required OR Collateral Field Listed Below

CIP: 010901

Courses have been selected to prepare the student in the areas dealing with the fundamentals of livestock production, including selection, reproduction, physiology, nutrition, marketing and general management. In addition to the courses dealing with basic principles, a number of elective courses are offered which give the student the opportunity to choose courses more closely related to his or her special interests.

Required Courses	Semester Hours
AGRI 03-150 Animal Science	4
AGRI 03-252 Livestock Evaluation	3
AGRI 03-296 Seminar	1
AGRI 03-309 Applied Futures Marketing	3
AGRI 03-352 Meat Science	3
AGRI 03-360 Principles of Animal Nutrition	3
AGRI 03-364 Anatomy of Domestic Animals	3
AGRI 03-366 Principles of Animal Breeding	3
AGRI 03-452 Beef Science	3
AGRI 03-454 Swine Science	3
AGRI 03-460 Advanced Animal Nutrition	3
AGRI 03-464 Physiology of Domestic Animals	3
AGRI 03-566 Genetics of Livestock Improvement	3
<b>Total</b>	<b>38</b>
<b>Collateral Field Courses (Choose 20 hours)</b>	
CHEM 24-242/243 Organic Chemistry and Laboratory	4
CHEM 24-362/363 Elementary Biochemistry and Laboratory	4
ACCT 51-201 Accounting I	3
MGMT 54-310 Managerial Communication	3
MGMT 54-313 Principles of Management	3
*BIOL 04-114/115 General Zoology and Laboratory	4
BIOL 04-350 Genetics	3
*MATH 17-114 General Statistics I	3
<b>Directed General Education Requirements</b>	
CHEM 24-112/113 General Chemistry and Laboratory OR	
CHEM 24-114/115 General Chemistry I and Laboratory	4
MATH 17-118 College Algebra	3

\*Cannot be used to fulfill any General Education requirement.

NOTE: Grade Requirement: Students must earn a grade of "C" or better in AGRI 03-150, Animal Science. Students may have no more than seven hours of "D" in courses required by this major.

## Comprehensive Major in Animal Science (Pre-Veterinary Option), 63 hours: B.S.—No Minor Required

CIP: 511104

This option is designed to prepare students for the pursuit of a degree in animal science and/or to meet the pre-professional requirements for a school of veterinary medicine.

Required Courses	Semester Hours
AGRI 03-150 Animal Science	4
AGRI 03-252 Livestock Evaluation	3

AGRI 03-296 Seminar	1
AGRI 03-352 Meat Science	3
AGRI 03-360 Principles of Animal Nutrition	3
AGRI 03-366 Principles of Animal Breeding	3
AGRI 03-452 Beef Science	3
AGRI 03-454 Swine Science	3
AGRI 03-460 Advanced Animal Nutrition	3
AGRI 03-566 Genetics of Livestock Improvement	3
BIOL 04-322 Comparative Anatomy	4
BIOL 04-438 Human Physiology	4
CHEM 24-116/117 General Chemistry II and Laboratory	5
CHEM 24-342/343 Organic Chemistry I and Laboratory	5
CHEM 24-362/363 Elementary Biochemistry and Laboratory	4
*PHYS 25-110/111 General Physics I and Laboratory	4
*PHYS 25-112/113 General Physics II and Laboratory	4
BIOL 04-418 Vertebrate Histology	4
<b>Directed General Education Requirements</b>	
CHEM 24-114/115 General Chemistry I and Laboratory	4
MATH 17-118 College Algebra	3

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in AGRI 03-150, Animal Science. Students may have no more than seven hours of “D” in courses required by this major.

## **Major in Horticulture, 37 hours: B.S.—Minor Required OR Collateral Field Listed Below**

CIP: 011103

A major in horticulture provides opportunity for study of vegetable and fruit production, turfgrass management, greenhouse and nursery management, and landscape design.

Several of the courses in the Horticulture major have prerequisites of AGRI 03-130 or BIOL 04-112/113 and AGRI 03-234. In addition, one course has a prerequisite of CHEM 24-112/113 or 24-114/115.

### **Required Courses Semester Hours**

*AGRI 03-130 Plant Science	4
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-296 Seminar	1
AGRI 03-380 Plant Propagation	3
AGRI 03-381 Applied Entomology	3
AGRI 03-582 Plant Diseases	3
<b>Total</b>	<b>18</b>
<b>Horticulture courses chosen by student and advisor</b>	<b>19</b>

### **Collateral Field Courses (if minor is not chosen)**

**Choose 24 hours from the following:**

*GEOL 27-110/111 General Geology and Laboratory	4
GEOL 27-360 Environmental Geology	4
CHEM 24-242/243 Organic Chemistry and Laboratory	4
CHEM 24-342/343 Organic Chemistry I and Laboratory	5
CHEM 24-362/363 Elementary Biochemistry and Laboratory	4

BIOL 04-112/113 General Botany and Laboratory	4
BIOL 04-140 General Microbiology	4
BIOL 04-261 Local Flora	2
BIOL 04-350 Genetics	3
BIOL 04-376 Basic Ecology	4
BIOL 04-412 Plant Anatomy/Morphology	4
BIOL 04-430 Plant Physiology	4
BIOL 04-575 Methods in Plant Ecology	2
*MATH 17-114 General Statistics I	3

**Directed General Education Requirement**

MATH 17-118 College Algebra	3
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See advisor for placement in General Education Science requirements

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in AGRI 03-130, Plant Science. Students may have no more than seven hours of “D” in courses required by this major.

**Comprehensive Major in Agricultural Education, 59 hours:  
B.S.Ed., Secondary Program—No Minor Required  
(Certifies Grades 9-12)**

CIP: 131301

The Major in Agricultural Education is designed to prepare teachers of agriculture for the secondary and adult levels in compliance with state certification requirements.

Required Courses	Semester Hours
**AGRI 03-102 Introductory Agricultural Economics	3
AGRI 03-112 Agricultural Mechanics	4
**AGRI 03-130 Plant Science	4
AGRI 03-150 Animal Science	4
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-296 Seminar	1
AGRI 03-304 Farm Management and Record Analysis	3
<b>Student must take two of the following:</b>	
AGRI 03-232 Crop Production	3
AGRI 03-385 Greenhouse Crop Production	3
Horticulture elective	3
<b>Advisor-approved electives in agriculture</b>	<b>16</b>
<b>Total</b>	<b>45</b>

**Required Courses in Agricultural Education**

AGRI 03-320 Foundations of Agricultural Education	3
AGRI 03-420 Program Planning in Agricultural Education	3
AGRI 03-421 Conducting Supervised Agricultural Experience Programs	2
AGRI 03-422 Adult Education in Agriculture	2
AGRI 03-524 Teaching Agricultural Science Laboratories	2
AGRI 03-580 Methods in Teaching Agriculture	2

**Total** **14**

**Directed General Education Requirement**

CHEM 24-112/113 General Chemistry and Laboratory OR	
CHEM 24-114/115 General Chemistry I and Laboratory	4

\*\*Can be used to fulfill General Education requirement.

## **Endorsement for Middle School Certification: Agriculture Certifies Grades 5-9 when completed with the Middle School Major**

CIP: 131301

The completion of this endorsement meets the requirements for use with Missouri Middle School Certification, grades 5-9.

<b>Required Courses</b>	<b>Semester Hours</b>
AGRI 03-102 Introductory Agricultural Economics	3
AGRI 03-112 Agricultural Mechanics	4
AGRI 03-130 Plant Science	4
AGRI 03-150 Animal Science	4
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-320 Foundations of Agricultural Education	3
<b>Total</b>	<b>22</b>

## **Comprehensive Major in Agricultural Science, 55 hours: B.S.–No Minor Required**

CIP: 010000

Agricultural science prepares students for a wide variety of positions in agriculture and agriculturally-related occupations, as well as farm operations.

In addition to the courses listed below, a program to total 55 hours of agriculture courses is designed by the student and an advisor to meet the needs of each student.

<b>Required Courses</b>	<b>Semester Hours</b>
*AGRI 03-102 Introductory Agricultural Economics	3
*AGRI 03-130 Plant Science	4
AGRI 03-150 Animal Science	4
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-296 Seminar	1
**Advisor-approved electives in agriculture	39
<b>Total</b>	<b>55</b>

\*\*Students selecting a Comprehensive Major in Agricultural Science must complete a minimum of 9 credit hours in at least three of the agricultural areas: agricultural economics, agricultural mechanization, agricultural education, agronomy, animal science and horticulture. Each course may be counted in only one major area.

### **Directed General Education Requirements**

CHEM 24-112/113 General Chemistry and Laboratory OR	
CHEM 24-114/115 General Chemistry I and Laboratory	4
MATH 17-118 College Algebra	3

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in AGRI 03-102, Introductory Agricultural Economics, AGRI 03-130, Plant Science, and AGRI 03-150, Animal Science. Students may have no more than seven hours of “D” in courses required by this major.

## MINORS

### Minor in Agricultural Science, 24 hours

CIP: 020101

Required Courses	Semester Hours
*AGRI 03-102 Introductory Agricultural Economics	3
*AGRI 03-130 Plant Science	4
AGRI 03-150 Animal Science	4
AGRI 03-234 Fundamentals of Soil Science	4
Advisor-approved electives in agriculture	9

\*Cannot be used to fulfill any General Education requirement.

NOTE: Grade Requirement: Students must earn a grade of "C" or better in AGRI 03-102, Introductory Agricultural Economics, AGRI 03-130, Plant Science, and AGRI 03-150, Animal Science.

### Minor in Commercial Agriculture, 24 hours: B.S.

CIP: 010102

Required Courses	Semester Hours
*AGRI 03-102 Introductory Agricultural Economics OR	
ECON 52-151 General Economics II	3
ACCT 51-201 Accounting I	3
AGRI 03-302 Agricultural Marketing	3
AGRI 03-309 Applied Futures Marketing	3
AGRI 03-502 Agricultural Prices	3
Advisor-approved electives	9
<b>Select 9 hours from the following courses:</b>	
ACCT 51-202 Accounting II	3
FIN 53-324 Fundamentals of Business Finance	3
MGMT 54-313 Principles of Management	3
MKTG 55-430 Sales & Sales Management	3
AGRI 03-304 Farm Management and Record Analysis	3
AGRI 03-305 Rural Real Estate Appraisal	3
AGRI 03-407 Agricultural Finance	3
AGRI 03-503 Agricultural Law	3
AGRI 03-508 Agricultural Policy	3

\*Cannot be used to fulfill any General Education requirement.

NOTE: Grade Requirement: Students must earn a grade of "C" or better in AGRI 03-102, Introductory Agricultural Economics.

### Minor in Agronomy, 24 hours

CIP: 020402

Required Courses	Semester Hours
*AGRI 03-130 Plant Science	4
AGRI 03-232 Crop Production	3
AGRI 03-234 Fundamentals of Soil Science	4

AGRI 03-330 Forage Crop Science OR	
AGRI 03-292 Introduction to Agricultural Pesticides OR	
AGRI 03-432 Soil and Water Conservation	3
AGRI 03-336 Crop Physiology OR	
AGRI 03-534 Plant Breeding	3
AGRI 03-530 Soil Formation and Classification OR	
AGRI 03-536 Soil Fertility	3
AGRI 03-381 Applied Entomology OR	
AGRI 03-434 Weed Science: Ecology and Control OR	
AGRI 03-582 Plant Diseases	3
Advisor-approved electives in agronomy	1

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in AGRI 03-130, Plant Science.

### **Minor in Animal Science, 22 hours**

CIP: 020201

Required Courses	Semester Hours
AGRI 03-150 Animal Science	4
AGRI 03-252 Livestock Evaluation	3
AGRI 03-352 Meat Science	3
AGRI 03-360 Principles of Nutrition	3
AGRI 03-366 Principles of Animal Breeding	3
AGRI 03-452 Beef Science OR	
AGRI 03-454 Swine Science OR	
AGRI 03-470 Dairy Science	3
AGRI 03-566 Genetics of Livestock Improvement	3

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in AGRI 03-150, Animal Science.

### **Minor in Horticulture, 24 hours**

CIP: 020403

Required Courses	Semester Hours
*AGRI 03-130 Plant Science	4
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-380 Plant Propagation	3
AGRI 03-381 Applied Entomology	3
AGRI 03-582 Plant Diseases	3
Advisor-approved electives in horticulture	7

\*Cannot be used to fulfill any General Education requirement.

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in AGRI 03-130, Plant Science.

**Minor in Precision Agriculture, 24-25 hours\***

CIP: 019999

This is an interdisciplinary minor in conjunction with Agriculture and Geography.

Several of the required and elective courses in this minor have a prerequisite of AGRI 03-130 or BIOL 04-112/113 and CHEM 24-112/113 or 114/115. In addition, several of the elective courses have a prerequisite of GEOL 27-110/111 or 114/115 and/or MATH 17-118. Students electing to take this minor should choose their general studies science courses to satisfy these prerequisites.

Required Courses	Semester Hours
AGRI 03-232 Crop Production	3
AGRI 03-234 Fundamentals of Soil Science	4
AGRI 03-440 Introduction to Precision Agriculture	3
AGRI 03-445 Applied Research in Precision Agriculture	3
GEOG 32-201 Maps and Map Interpretation	3
GEOG 32-207 GPS Fundamentals	3
GEOG 32-365 Geographical Information Systems	3
<b>Advisor Approved Electives</b>	<b>3</b>
AGRI 03-292 Introduction to Agricultural Pesticides (3)	
AGRI 03-381 Applied Entomology (3)	
AGRI 03-434 Weed Science: Ecology and Control (3)	
AGRI 03-530 Soil Formation and Classification (3)	
AGRI 03-536 Soil Fertility (3)	
AGRI 03-582 Plant Diseases (3)	
GEOG 32-362 Cartography (3)	
GEOG 32-363 Remote Sensing (3)	
GEOG 32-465 Introduction to Customized GIS (3)	
GEOG 32-562 Digital Cartography and Geo Visualization (3)	
GEOG 32-563 Digital Image Processing (3)	
GEOG 32-565 Advanced Geographic Information Systems (3)	
GEOL 27-340 Introduction to Hydrogeology (3)	
GEOL 27-360 Environmental Geology (3)	

\*A three-hour advisor-approved elective may be substituted for Fundamentals of Soil Science (AGRI 03-234), if Fundamentals of Soil Science is required in the student's major.

NOTES: No courses may count for both a major in Geography or Agriculture and this minor. Substitution of required courses should be made with courses listed under advisor approved electives.

Consultation with an advisor is required to properly select electives for this minor.

**TWO-YEAR CERTIFICATE PROGRAM****Farm Operation, 60 hours**

CIP: 019999

A two-year program designed to allow the student a highly concentrated course of study to prepare for farming or ranching.

Required Courses	Semester Hours
AGRI 03-102 Introductory Agricultural Economics	3
AGRI 03-130 Plant Science	4
AGRI 03-150 Animal Science	4
AGRI 03-234 Fundamentals of Soil Science	4
Advisor-approved electives in agriculture	30
Advisor-approved electives	15



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# Course Descriptions

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## Agriculture / 03

\*Agriculture courses preceded by an asterisk (\*) are available to students for credit by examination.

### AGRICULTURAL ECONOMICS

#### \*102 Introductory Agricultural Economics (3 hours)

Principles of production, supply and demand are applied to economic problems of agriculture and agriculturally related industries. Emphasis is placed on understanding the theoretical underpinnings of decision analysis within the biological, institutional and structural parameters of the agricultural sector. (F, S, SS)

#### 302 Agricultural Marketing (3 hours)

A course surveying the nature of production, the marketing system, and the market for farm products, market functions and institutions' commodity problems. Prerequisite: AGRI 03-102. (F)

#### 304 Farm Management and Record Analysis (3 hours)

Economic principles applied to the organization and operation of farms, complete and partial budgeting, farm record analysis, farm financial management and problems involving farm decision-making. Prerequisite: AGRI 03-102 (F, S)

#### 305 Rural Real Estate Appraisal (3 hours)

The classification and valuation of real estate using the sales, income, cost and productivity methods. Several field appraisals will be completed by the students. Prerequisites: AGRI 03-102 or ECON 52-151. (S, even years)

#### 307 Farm Business Records (3 hours)

An application and examination of accounting principles applied to the issues and unique situations that occur in the agricultural industry. Double-entry accounting is emphasized. An accrual-adjusted system based on cash-basis accounting which is the most prevalent accounting system used in agricultural operations is utilized to provide more accurate information to measure profitability. Prerequisites: AGRI 03-304 and ACCT 51-201 or permission of instructor.

#### 308 Agricultural Data Analysis (3 hours)

A study of the application of computers to agricultural problems and the utilization of the EDP Systems as a farm management tool. Prerequisites: MATH 17-118 and competency of institutional requirement for information technology. (S)

#### 309 Applied Futures Marketing (3 hours)

A course designed to familiarize the students with the composition of the futures and cost markets, how the cash and futures markets are related, chart reading to determine trends, basis formations, hedging and speculation. (F, S)

#### 404 Livestock Marketing (2 hours)

Economic analysis of marketing livestock products from the standpoint of producers, processors, distributors; also evaluation and pricing of meat animals. (S)

#### 407 Agricultural Finance (3 hours)

Financial requirements of the individual farm firm, capital budgeting, principles of debt and equity fund acquisition, cash flow analysis and evaluation of credit needs. Farm credit institutions are studied. Prerequisite: AGRI 03-304. (F, SS)

#### 408 Professional Farm Management (3 hours)

The effects of goals, values and resource availability upon management decisions. The farm production planning decisions will be determined by economic and financial analysis using a linear programming model. A long-run plan will be developed by each student. Other farm management computer applications are also covered. Prerequisite: AGRI 03-304. (F, odd years)

#### 409 Independent Study in Agricultural Economics (1-3 hours)

For students who wish to intensify, enrich or specialize in the area of agricultural economics. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

#### 502 Agricultural Prices (3 hours)

A study of the factors affecting prices of agricultural products; longtime cyclical, seasonal and other price movements; sources of information relating to production and demand factors; government

activities as they relate to prices of agricultural products and problems of price analysis and forecasting. Prerequisites: AGRI 03-102 and 302. (S)

### **503 Agricultural Law (3 hours)**

The farmer's legal setting, deeds, mortgages, leases, water and fencing rights, easements, estate planning and other aspects. (F)

### **504 Futures Trading (3 hours)**

An advanced course designed to provide an in-depth treatment of how the futures market is used throughout the marketing chain from farm production to end product use. Includes extensive study of the more technical aspects of charting and how to use these techniques as price forecasting tools. Prerequisite: AGRI 03-309 or graduate standing. (S, even years, SS)

### **505 Agricultural Resource Economics (3 hours)**

Physical, economic and institutional factors that affect the role of land in economic life; population and resource requirements; principles of land utilization; returns from land; land value; property rights and tenure rights; social controls and rural and urban land development. Prerequisite: AGRI 03-102. (F, odd years)

### **508 Agricultural Policy (3 hours)**

An analysis and history of the current economic problems of agriculture with emphasis on the influence of governmental policies. A term paper will be required. Prerequisite: AGRI 03-102. (S, odd years)

### **509 Problems in Agricultural Economics (1-3 hours)**

Studies in the area of agricultural economics. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

### **598 Advanced Agricultural Applications of Computers and GPS (3 hours)**

A study of the use of statistical analysis and mathematical models in the agricultural business decision-making process. Prerequisites: MATH 17-114 or 610 and CSIS 44-130 or AGRI 03-308. (S, odd years)

## **AGRICULTURAL MECHANIZATION**

### **112 Agricultural Mechanics (4 hours)**

Topics include hot and cold metal work, arc and oxy-acetylene welding, tool care and use, woodworking, concrete, engines and machinery management. (S)

### **\*312 Agricultural Welding (2 hours)**

A course designed to combine the basic fundamentals of electric arc and oxyacetylene welding with application to actual farm conditions using farm machinery and materials. (SS)

### **419 Independent Study in Agricultural Mechanization (1-3 hours)**

For students who wish to intensify, enrich or specialize in the study of agricultural mechanization. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

### **510 Techniques in Agricultural Surveying (3 hours)**

Water management on the farm as it relates to maintaining soil productivity. Includes surveying, design and layout of soil conservation engineering practices, such as waterways, diversions, terraces, farm ponds and drainage systems. (SS)

### **518 Agricultural Drainage and Irrigation (3 hours)**

A study of the needs of drainage and irrigation in agriculture including the design and application of drainage and irrigation systems under various conditions. (F, even years) Prerequisite: AGRI 03-234.

### **519 Problems in Agricultural Mechanization (1-3 hours)**

Studies in the area of specialization of agricultural mechanization arranged with a member of the faculty. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

## **AGRICULTURAL EDUCATION**

### **\*320 Foundations of Agricultural Education (3 hours)**

A course dealing with the history and future of education in agriculture and what is included in an agricultural education program, with emphasis on leadership training and the FFA. Professional organizations are also included. (F)

### **420 Program Planning in Agricultural Education (3 hours)**

Curriculum construction in agricultural education, preparation of audio-visual aids, summer programs and the development of departmental and FFA programs of activities. Prerequisite: AGRI 03-320. (F)

### **421 Conducting Supervised Agriculture Experience Programs (2 hours)**

A course dealing with the experience program

requirements of students in high school agriculture. How to plan, organize, evaluate and carry out the SAE programs. (F)

**422 Adult Education in Agriculture (2 hours)**

A course dealing with adult education. Emphasis on establishment of young farmer and adult programs, determining needs, gathering resources and utilization of instructional skills with the adult student. (S)

**429 Independent Study in Agricultural Education (1-3 hours)**

For students who wish to intensify, enrich or specialize in the study of any aspect of agricultural education with members of the staff. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

**524 Teaching Agricultural Science Laboratories (2 hours)**

Methods of teaching and maintaining an agricultural education program. How to plan the physical plant; select tools, equipment and supplies; organize course content and properly conduct and manage agricultural laboratories. (F)

**525 Induction Year Beginning Teacher I (2 hours)**

A continuing education course for the professional development of first-year teachers of agriculture. Course focuses on the pedagogical knowledge, skills, attitudes and managerial skills needed by beginning teachers of agriculture. (SS)

**527 Induction Year Beginning Teacher II (2 hours)**

A continuing education course for the professional development of second-year teachers of agriculture. Focus is on the pedagogical knowledge, skills, attitudes and managerial skills needed by beginning teachers of agriculture. (SS)

**529 Problems in Agricultural Education (1-3 hours)**

Studies in the areas of agricultural education with members of the staff. Consent of instructor necessary. Course is repeatable with topic change. (F, S, SS)

**580 Methods in Teaching Agriculture (2 hours)**

A course in the special methods and materials of teaching agriculture, with an emphasis on teaching problem solving and agriculture management. (S)

**AGRONOMY**

**130 Plant Science (4 hours)**

A survey course that covers fundamentals of structure, function and environmental interactions of higher plants. The application of science to the study and utilization of plants is examined. Three hours of lecture and a two-hour laboratory per week. (F, S)

**232 Crop Production (3 hours)**

A study of how current technology, along with principles of adaptation, development and culture are applied to the production of agronomic and other crops. Prerequisites: AGRI 03-130 or BIOL 04-112/113, or consent of instructor. (F)

**234 Fundamentals of Soil Science (4 hours)**

Characterization of soils as a natural resource emphasizing their physical, chemical, mineralogical, and biological properties in relation to plant growth, land-use management, soil and water quality, and food production. Prerequisites: CHEM 24-112/113 or 114/115 or permission of instructor. (F, S)

**238 Techniques of Crop Scouting (1-2 hours)**

A hands-on practical workshop course designed to provide the student with the primary skills needed to do soil sampling and pest identification. Pest management strategies and elemental GPS utilization will also be included. (S)

**292 Introduction to Agricultural Pesticides (3 hours)**

A study of pesticide use and principles of their regulation, application, efficacy and environmental fate. Prerequisite: CHEM 24-112/113 or 114/115 or consent of instructor. (S)

**330 Forage Crop Science (3 hours)**

A detailed study of the culture, storage and utilization of the principal forage crops. Prerequisite: AGRI 03-130 recommended. (S)

**336 Crop Physiology (3 hours)**

A study of the physiological, nutritional and ecological aspects of crop growth and management. Prerequisite: AGRI 03-130 or BIOL 04-112/113. CHEM 24-112/113 or 114/115 recommended. (F)

**432 Soil and Water Conservation (3 hours)**

Overview of national and global soil/water resources, historical and current soil erosion issues,

governmental conservation programs, agricultural management techniques to protect natural resources; use of erosion prediction equations in soil and water management. Prerequisite: AGRI 03-234. (S)

#### **434 Weed Science: Ecology and Control (3 hours)**

Study and evaluation of weed competition concepts and the current and evolving methods of weed management. Prerequisite: AGRI 03-130 or BIOL 04-112/113. (F, even years)

#### **437 Soil Judging (1 hour)**

Field experience in soil evaluation. Course may be repeated twice for a new experience for a total of 3 hours. Prerequisite: AGRI 03-234. (F, S)

#### **\*440 Introduction to Precision Agriculture (3 hours)**

Overview of precision agriculture technologies and techniques, including soil sampling, global positioning and remote sensing; discussion of environmental, economic and agronomic benefits/limitations of technologies/techniques. Prerequisite: AGRI 03-234. (F)

#### **442 Practical Field Crops Evaluation (1 hour)**

Experience and practice in identification, agronomic calculations, and applications of agronomic facts. Consent of instructor required. Prerequisite: AGRI 03-232. (S)

#### **445 Applied Research in Precision Agriculture (3 hours)**

Development and implementation of a practical research project in the application of precision agriculture technologies, such as GPS, GIS, and/or other agricultural technologies, to real world agricultural problems/situations. Project findings will be professionally presented to interested parties/faculty. Prerequisites: AGRI 03-440, GEOG 32-207 and 365.

#### **449 Independent Study in Agronomy (1-3 hours)**

For students who wish to intensify, enrich or specialize in the study of any aspect of agronomy under the direction of a staff member. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

#### **530 Soil Formation and Classification (3 hours)**

Identification and evaluation of soil morphological characteristics; study of the form and dynamics of

soil bodies across the landscape and soil-forming factors and processes; introduction to pedological features used in Soil Taxonomy. Prerequisite: AGRI 03-234. (F)

#### **534 Plant Breeding (3 hours)**

A study of the improvement of agricultural plants by application of the principles of heredity. Prerequisite: AGRI 03-130 or BIOL 04-112/113. (S)

#### **536 Soil Fertility (3 hours)**

Principles of soil productivity and nutrients required for crop growth; fertilizer sources and nutrient reactions in soil; methods of fertilizer nutrient placement in major tillage systems; interpretation of soil tests and plant analyses for determining crop nutrient requirements. Prerequisite: AGRI 03-234. (S)

#### **540 Grain Crops (3 hours)**

This course uses systems concepts as the basis for studying humankind's most important crops. An integrative approach is taken in the examination of production processes, management strategies and environmental issues. Prerequisite: 12 hours of agriculture. (F, odd years)

#### **549 Problems in Agronomy (1-3 hours)**

Studies in the areas of agronomy arranged with members of the staff. Consent of instructor necessary. Course is repeatable with topics changing for a total of 3 hours. Prerequisite: AGRI 03-234. (F, S, SS)

## **ANIMAL SCIENCE**

#### **\*150 Animal Science (4 hours)**

An introductory animal science course dealing with the meat, animal and dairy industry. Includes basic principles of selection, nutrition, reproduction, anatomy, physiology, management, and an overview of the livestock industry. (F, S)

#### **252 Livestock Evaluation (3 hours)**

Develop skills in selecting animals for specific uses and develop ability to explain decisions and to accurately describe their reasons. Work will include beef cattle, sheep, swine and goat. Prerequisite: AGRI 03-150. (F, S)

#### **352 Meat Science (3 hours)**

Muscle growth and composition, nutritional and health concerns, meat safety and advances in product development, preparation, and storage. Also carcass fabrication, processing and grading. Prerequisite: AGRI 03-150. (S)

**358 Livestock Health and Disease Management (3 hours)**

An overview of common farm animal diseases including diagnosis, prevention and management. Prerequisite: AGRI 03-150. (F)

**360 Principles of Animal Nutrition (3 hours)**

A study of the principles of animal nutrition and practical problems of feeding livestock. Prerequisite: AGRI 03-150. (F)

**364 Anatomy of Domestic Animals (3 hours)**

A study of the major anatomical systems of the ruminant, monogastric and fowl. Prerequisite: AGRI 03-150. (F)

**365 Artificial Insemination (1-3 hours)**

A study of artificial insemination techniques of domestic animals as related to reproductive anatomy, physiology and breeding management. Prerequisite: AGRI 03-150. (SS)

**366 Principles of Animal Breeding (3 hours)**

A study of the reproductive anatomy, endocrinology, physiology and management of domestic animals. Prerequisite: AGRI 03-150. (S)

**450 Small Ruminant Science (3 hours)**

Reproduction, physiology, nutrition and management of commercial and purebred sheep. Prerequisite: AGRI 03-150. (S)

**452 Beef Science (3 hours)**

Reproduction, physiology, nutrition and management of commercial and purebred beef cattle. Includes lab sessions. Prerequisite: AGRI 03-150. (F)

**454 Swine Science (3 hours)**

Reproduction, physiology, nutrition and management of commercial and purebred swine. Prerequisite: AGRI 03-150. (F)

**455 Advanced Livestock Production Management (3 hours)**

Management of livestock systems, including record keeping, health protocols, nutrition, reproduction and genetic selection. Prerequisite: AGRI 03-150 and consent of the instructor. (F, S)

**460 Advanced Animal Nutrition (3 hours)**

A study of the nutritive requirements of animals for maintenance, growth, lactation, reproduction, and other bodily functions. Intermediary metabolism of nutrients. Ration balancing for livestock at

various stages of production. Prerequisite: AGRI 03-360. (S)

**464 Physiology of Domestic Animals (3 hours)**

Physiology of the neuromuscular, circulatory, respiratory, digestive, endocrine, reproductive and excretory systems in domestic animals as related to their growth and production. Prerequisite: AGRI 03-150. (S)

**469 Independent Study in Animal Science (1-3 hours)**

For students who wish to intensify, enrich or specialize in the study of any area of animal science. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

**470 Dairy Science (3 hours)**

Fundamentals of the dairy industry. Includes basic principles of nutrition, reproduction, milk production and management of dairy herds. Prerequisite: AGRI 03-150. (S)

**\*566 Genetics of Livestock Improvement (3 hours)**

Applications of genetics to the breeding and improvement of livestock. Prerequisite: AGRI 03-150. (F)

**569 Problems in Animal Science (1-3 hours)**

Advanced studies in an area of animal science arranged with a member of the faculty. Consent of instructor necessary. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

**HORTICULTURE****380 Plant Propagation (3 hours)**

Principles and practices of sexual and asexual propagation of plants. Prerequisite: AGRI 03-130 or BIOL 04-112/113. (S)

**381 Applied Entomology (3 hours)**

A study of insects with special reference to taxonomy, life cycles, economic importance and management. (F)

**382 Woody Landscape Plants (3 hours)**

Description, use, adaptation, culture and classification of woody plants and cultivars. Prerequisite: AGRI 03-130 or BIOL 04-112/113. (F)

**383 Landscape Design (3 hours)**

Design and development of residential space.

Prerequisite: AGRI 03-130 or BIOL 04-112/113. (S, odd years)

### **385 Greenhouse Crop Production (3 hours)**

The identification, propagation and culture of flowering potted plants, annual plants and tropical ornamentals. Prerequisite: AGRI 03-130 or BIOL 04-112/113. (F)

### **387 Greenhouse Management and Materials (3 hours)**

A survey of methods and materials related to management of the greenhouse environment, including heat, light, ventilation, soil, fertilizer, irrigation and crop scheduling. Prerequisites: AGRI 03-130 or BIOL 04-112/113 and AGRI 03-234. (S)

### **388 Fruit and Vegetable Production (3 hours)**

Fundamentals of fruit and vegetable crop production, with an emphasis on environmental factors influencing growth, development and quality. Prerequisites: AGRI 03-130 or BIOL 04-112/113, and AGRI 03-234. (S, even years)

### **483 Landscape Construction (3 hours)**

Study of the design and installation of "hardscape" components in residential and commercial landscapes, including electrical lighting, water management systems, landscape structures, retaining walls, irrigation systems and the use of sustainable materials. (F, odd years)

### **485 Herbaceous Perennials (3 hours)**

Course encompasses the identification, selection and culture of herbaceous perennials, biennials and ornamental grasses. Prerequisites: AGRI 03-130 or BIOL 04-112/113, and AGRI 03-234.

### **489 Independent Study in Horticulture (1-3 hours)**

For students who wish to intensify, enrich or specialize in the study of any area of horticulture. The course requires the consent of the advisor and supervising staff member. Course is repeatable with topic change for a total of 6 hours. (F, S)

### **582 Plant Diseases (3 hours)**

A study of diseases affecting ornamental and crop plants; their causes, nature, economic effects, epidemiology and control. Prerequisites: AGRI 03-130 or BIOL 04-112/113, and CHEM 24-112/113 or 114/115. (S)

### **583 Turfgrass Management (3 hours)**

A study of the selection, establishment and main-

tenance of various turfgrasses with emphasis on nutrient and pest management. Prerequisite: AGRI 03-130 or BIOL 04-112/113. (S, even years)

### **585 Principles of Postharvest Agriculture (3 hours)**

A study of the physical and physiological principles related to harvest, packaging, transportation, marketing, quality and safety of horticultural crops. Prerequisites: AGRI 03-130 or BIOL 04-112/113, and AGRI 03-234. (F, odd years)

### **589 Problems in Horticulture (1-3 hours)**

Studies in the area of horticulture arranged with members of the staff. The course requires consent of the advisor and supervising staff member. Course is repeatable with topic change for a total of 3 hours. (F, S, SS)

## **AGRICULTURAL SCIENCE**

### **296 Seminar (1 hour)**

A course designed for presenting papers and discussion of problems as well as research in agriculture. (F, S)

### **393 U.S. Agriculture Travel Experience (3 hours)**

Exploration of agronomic, horticultural, livestock and economic principles including sustainable and best management practices, agricultural marketing, food quality, and food safety as they apply to conventional and organic agricultural systems within the United States. Domestic travel required. Prerequisite: sophomore standing or permission of instructor.

### **498 Agriculture Occupations Internship (3-6 hours)**

Supervised program of applied management practices, policies and procedures within areas of agricultural business occupations. Course may be repeated for additional experience, new material, and progression of study for a total of 6 hours. Prerequisite: Consent of advisor necessary. (F, S, SS)

### **590 International Agriculture Travel Experience (3 hours)**

Exploration of agronomic, horticultural, livestock and economic principles including sustainable and best management practices, agricultural marketing, food quality, and food safety as they apply to conventional and organic agricultural systems abroad. International travel required. Prerequisite: sophomore standing or permission of instructor.

# Department of Business

**Chairperson:** Stephen Ludwig

**Faculty:** Casey Abington, John Baker, Lisa Bishop, Ben Blackford, Terry Coalter, Ben Collier, Beth Goudge, Allison Hoffmann, David Johnson, Brenda Jones, Alfred B. Kelly, Cindy Kenkel, Chi Lo Lim, Janet Marta, J. Patrick McLaughlin, Jean Memken, Doni Mollus, Michelle Nance, Jeff Nickerson, Michael Northup, Doug Russell, Malinda Shanks, Tiebing Shi, Deborah Toomey, James L. Walker, Tekle Wanorie, Jason White, Rahl Wood

## Accreditation

All degree programs in the Department of Business are ACBSP accredited (except the non-business major in economics and the Comprehensive Major in Merchandising of Textiles, Apparel and Furnishings).

## Statement of Mission

The mission of the Department of Business is to advance knowledge through a balance of teaching, scholarly activity and service. The faculty in the department provide relevant and quality educational experiences for students which are intended to assist in lifelong learning. The department places great importance on developing each student's ability to think critically, to advance intellectually and to communicate effectively. Students majoring in one of the options offered by the department will have numerous opportunities and avenues to prepare them for ethical participation in the global arena of business and/or organizational life.

## DEGREE PROGRAMS

The Department of Business offers programs leading to the Bachelor of Science degree. All majors must complete at least 34 hours of the comprehensive major from Northwest. Students must earn a grade of "C" or better in all Common Professional Component courses (all those listed on page 252) as well as all major courses. Students may select from the following comprehensive majors offered by this department: Accounting, Economics, Finance, Business Management, International Business, Marketing, and Merchandising of Textiles, Apparel, and Furnishings. Majors in Management Information Systems, Business Technology, and Business Education are offered by the Department of Mathematics, Computer Science and Information Systems.

Each major is designed to prepare students for their professional career choice by providing them with the critical thinking capabilities and communication skills required for success in today's business world. The variety of majors in the department permits the student a wide range of choices. These alternatives vary from the opportunities of entrepreneurship to the challenges of corporate positions. In addition, the focus of the major may be domestic or international in orientation. Thus, students will have numerous opportunities and avenues which will prepare them for participation in the world of business.

In addition, the Department of Business offers minors in Economics and General Business to students who major in another discipline. The minor in General Business permits students to

gain exposure to the principles and fundamental concepts of business while pursuing a non-business major.

### Advanced Standing Requirement

To ensure students have the necessary tools to begin study in the selected major, the Department of Business requires that students must meet certain requirements before enrolling in advanced coursework. Students making application to major in a comprehensive major must achieve advanced standing. Failure to achieve advanced standing will prohibit the student from graduating with a degree granted by Northwest's Business Department.

To have achieved advanced standing, the student must:

1. Maintain at least a cumulative 2.00 GPA
2. Score at Level 1 or higher on all areas of the ETS Proficiency Profile
3. Earn at least a grade of "C" or better in **each** of the five courses listed below:

MATH 17-114 General Statistics I	3
MATH 17-118 College Algebra	3
ACCT 51-201 Accounting I	3
ECON 52-150 General Economics I	3
ECON 52-151 General Economics II	3

<b>Total</b>	<b>15</b>
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Students who have met this advanced standing requirement are official members of the department and can pursue any major course of their choosing. Students who have not successfully achieved advanced standing prior to becoming an academic senior \*(90 or more academic credit hours) will be **prohibited from enrolling in any major course** until they have achieved advanced standing.

\*In exceptional cases, a student not meeting the "90-hour rule" may appeal to the department's advanced standing committee.

## Accounting / 51

### MAJOR

#### # Comprehensive Major in Accounting: B.S.—No Minor Required

CIP: 520301

Students choosing a Comprehensive Major in Accounting must take the common professional component courses outlined on page 252 plus receive a minimum grade of "C" in each of the major courses listed below for the public accounting track or private industry track.

The public accounting track is designed to prepare students for careers in public accounting and/or for taking the examination to become a Certified Public Accountant. Students wishing to take the CPA examination in Missouri, Nebraska, Iowa and Kansas must have 150 credit hours. The student should complete the public accounting track and continue with an additional 26 hours of coursework to be eligible to sit for the CPA examination. Most students will choose to take the MBA-accounting emphasis. (See Northwest Missouri State University *Graduate Catalog* and your advisor.)



The private industry track is designed to prepare students for careers in management accounting. With the addition of the course MGMT 54-316 Organizational Behavior and Theory as an elective, the private industry track is designed to prepare students for taking the examination to become a Certified Management Accountant.

### **Public Accounting Track**

ACCT 51-301 Cost Accounting	3
ACCT 51-303 Tax Accounting I	3
ACCT 51-304 Tax Accounting II	3
ACCT 51-306 Intermediate Accounting I	3
ACCT 51-307 Intermediate Accounting II	3
ACCT 51-308 Accounting Information Systems	3
ACCT 51-401 Intermediate Accounting III	3
ACCT 51-403 Advanced Accounting	3
ACCT 51-404 Auditing	3
FIN 53-312 Business Law II	3
<b>Total Public Accounting Track</b>	<b>30</b>

### **Private Industry Track**

ACCT 51-301 Cost Accounting	3
ACCT 51-303 Tax Accounting I	3
ACCT 51-304 Tax Accounting II	3
ACCT 51-306 Intermediate Accounting I	3
ACCT 51-307 Intermediate Accounting II	3
ACCT 51-308 Accounting Information Systems	3
ACCT 51-402 Advanced Cost Accounting	3
ACCT 51-403 Advanced Accounting	3
ACCT 51-404 Auditing	3
MGMT 54-316 Organizational Behavior and Theory	3
<b>Total Private Industry Track</b>	<b>30</b>

## **Economics / 52**

Economics offers programs leading to the Bachelor of Science degree. Students may pursue a Comprehensive Major in Business Economics or a Major in Economics with selection of a minor area. Additionally, students who major in another discipline may complete a Minor in Economics. The major objective of the economics program is to equip students with the principles and methods of sound economic theory and the application of economic theory so that they are prepared for employment in the private or public sectors and for graduate study.

The economics courses also perform several service functions: (a) it provides students within the Melvin D. and Valorie G. Booth College of Business and Professional Studies with economic knowledge and skills needed for pursuit of successful careers in private business or public service and (b) through general education courses, it offers all students at the University an opportunity for economic education so that they become well-informed consumers and citizens who understand economic issues and policies.

## MAJORS

### # Comprehensive Major in Business Economics: B.S.—No Minor Required

CIP: 520601

Students choosing a Comprehensive Major in Business Economics must take the common professional component courses outlined on page 252 plus fulfill the following major requirements:

Required Courses	Semester Hours
ECON 52-351 Macroeconomic Theory	3
ECON 52-352 Money, Credit, and Banking	3
ECON 52-353 Microeconomic Theory	3
ECON 52-450 International Economics	3
ECON 52-458 Forecasting Business Conditions	3
<b>Electives</b>	
Choose six hours from advisor-approved economics or business electives	6
<b>Total Major Requirements</b>	<b>21</b>

### Major in Economics: B.S.—Minor Required

CIP: 450601

Students choosing a Major in Economics must take the following courses:

Directed General Education Course	Semester Hours
**MATH 17-114 General Statistics I	3
<b>Required Courses</b>	
MATH 17-118 College Algebra	3
*ECON 52-150 General Economics I (Macroeconomics)	3
ECON 52-151 General Economics II (Microeconomics)	3
ECON 52-351 Macroeconomic Theory	3
ECON 52-352 Money, Credit and Banking	3
ECON 52-353 Microeconomic Theory	3
ECON 52-450 International Economics	3
<b>Electives (12 hours minimum) from the Directed Concentration areas below</b>	<b>12</b>
Directed Concentration: Upper Division courses	
Economics courses (minimum of six hours)	
Advisor-approved electives from following areas:	
Mathematics (Calculus or more advanced courses)	
Finance	
Marketing	
Management	
Political Science	
<b>Total Major Requirements</b>	<b>33</b>

NOTE: A business minor is encouraged, but students should be careful not to double count minor courses and elective courses in the directed concentration. See your advisor.

\*\*This course fulfills a General Education requirement and is not counted toward the major requirements.

\*Cannot be used to fulfill any General Education requirement.

## MINOR

### Minor in Economics, 18 hours

CIP: 450601

Students choosing a Minor in Economics must take the following courses:

Required Courses	Semester Hours
*ECON 52-150 General Economics I (Macroeconomics)	3
ECON 52-151 General Economics II (Microeconomics)	3
Choose 12 hours of upper division economics electives:	12
<b>Total Minor Requirements</b>	<b>18</b>

\*Cannot be used to fulfill any General Education requirement.

## Finance / 53

### MAJOR

#### # Comprehensive Major in Finance: B.S.—No Minor Required

CIP: 520801

Finance directly affects the lives and well-being of every person and organization whether financial or non-financial, public or private, profit or non-profit. These individuals and organizations earn or raise money and spend or invest money. The processes and decision-making methods to carry out these activities are the purview of finance which has been defined as the art and science of managing money. The study of finance is concerned with the processes, institutions, markets and instruments involved in the transfer of money within and between individuals, businesses and governments. The major areas of finance can be divided into four broad categories: financial services, corporate finance, insurance and real estate. Financial services is concerned with the design and delivery of advice and financial products. Corporate finance is concerned with the duties of the financial managers within the business firm. Insurance and risk management deal with the various ways to handle risk and how to protect assets through appropriate insurance coverage. The goal of the finance faculty is to prepare graduates for all of the categories in the world of finance.

The financial services option is designed to prepare students for the financial services industry. This comprises the professions of brokerage, insurance, real estate and banking. In this business sector the students will need to understand the products customers purchase and how to relate this information to the customer.

The financial computing option will bring together course work in both finance and computer science. This area of finance lends itself to the use of many financial decision-making models which are constructed and manipulated with computer technology. This option will lead to employment where there is a need to process data for financial decision making.

The corporate finance option will provide the student with the tools to work within the corporate structure under the chief financial officer where accounting and financial information is used to make corporate decisions. The student will be able to communicate with both the financial and accounting personnel and identify the useful accounting information and financial models for decision making.

# ACBSP accredited program

The financial management option will permit students to prepare for a position in management rather than a staff position in finance under the corporate treasurer. This option blends the knowledge of finance and management so the student will be prepared to make management decisions that require an understanding of finance. Almost all decisions in business require a balance of interests from all functional business areas using the decision-making process and the tools of finance to guide the corporation to the achievement of its goal.

Students choosing a Comprehensive Major in Finance must take the common professional component courses outlined on page 252 plus fulfill the following major requirements:

### **Option One: Financial Services, 24 hours**

Required Courses	Semester Hours
ACCT 51-303 Tax Accounting I	3
ECON 52-352 Money, Credit, and Banking	3
FIN 53-320 Insurance and Risk	3
FIN 53-325 Investment Principles	3
FIN 53-327 Intermediate Financial Management	3
FIN 53-420 Financial Institutions	3
MKTG 55-430 Sales and Sales Management	3
<b>Choose 3 hours from electives</b>	<b>3</b>
ACCT 51-304 Tax Accounting II (3)	
ACCT 51-408 Managerial Accounting (3)	
FIN 53-326 Investment Management (3)	
FIN 53-422 Real Estate Management (3)	
<b>Total Major Requirements</b>	<b>24</b>

### **Option Two: Financial Computing, 24 hours**

Required Courses	Semester Hours
FIN 53-325 Investment Principles	3
FIN 53-327 Intermediate Financial Management	3
FIN 53-420 Financial Institutions	3
FIN 53-421 Selected Cases in Finance	3
CSIS 44-211 Spreadsheet Applications	1
CSIS 44-212 Advanced Spreadsheets and Charting	1
CSIS 44-346 Database Applications	1
<b>Choose one course:</b>	<b>3</b>
CSIS 44-141 Computer Programming I (3)	
CSIS 44-149 Scientific Computing (3)	
<b>Choose one course:</b>	<b>3</b>
CSIS 44-333 Web Development (3)	
CSIS 44-343 Digital Communications (3)	
Approved electives in Finance or Computer Science	3
<b>Total Major Requirements</b>	<b>24</b>

### **Option Three: Corporate Finance, 24 hours**

Required Courses	Semester Hours
FIN 53-325 Investment Principles	3
FIN 53-327 Intermediate Financial Management	3

FIN 53-420 Financial Institutions	3
FIN 53-421 Selected Cases in Finance	3
ACCT 51-301 Cost Accounting	3
ACCT 51-306 Intermediate Accounting I	3
ACCT 51-402 Advanced Cost Accounting	3
Approved electives in Finance or Accounting	3
<b>Total Major Requirements</b>	<b>24</b>

#### **Option Four: Financial Management, 24 hours**

Required Courses	Semester Hours
FIN 53-325 Investment Principles	3
FIN 53-327 Intermediate Financial Management	3
FIN 53-420 Financial Institutions	3
FIN 53-421 Selected Cases in Finance	3
MGMT 54-314 Human Resource Management	3
MGMT 54-316 Organizational Behavior and Theory	3
MGMT 54-318 Entrepreneurship OR	
MGMT 54-320 Negotiations	3
Approved electives in Finance or Management	3
<b>Total Major Requirements</b>	<b>24</b>

## **Management / 54**

### **MAJORS**

#### **# Comprehensive Major in Business Management: B.S.–No Minor Required**

CIP: 520201

Students choosing a Comprehensive Major in Business Management must complete the common professional component courses outlined on page 252, and fulfill the following major requirements:

Required Courses	Semester Hours
MGMT 54-314 Human Resource Management	3
MGMT 54-316 Organizational Behavior and Theory	3
MGMT 54-318 Entrepreneurship	3
MGMT 54-320 Negotiations	3
MGMT 54-413 Business and Society	3
<b>Students must take two of the following:</b>	<b>6</b>
ECON 52-354 Labor Economics (3)	
MGMT 54-415 Intern in Management (3) OR	
MKTG 55-435 Intern in Marketing (3)	
MGMT 54-436 Multinational Management (3)	
MKTG 55-440 Business Study Abroad (3)	
<b>Recommended Electives</b>	<b>3</b>
300- or 400-level advisor-approved elective	
<b>Total Major Requirements</b>	<b>24</b>

## # Comprehensive Major in Management Information Systems: B.S.—No Minor Required

CIP: 521201

This major is housed under the Department of Mathematics, Computer Science and Information Systems. Students choosing a Comprehensive Major in Management Information Systems must take the Common Professional Component courses outlined on page 252 plus fulfill the following major requirements:

Required Courses	Semester Hours
CSIS 44-141 Computer Programming I	3
CSIS 44-241 Computer Programming II	3
CSIS 44-312 Information Technology Hardware and Software	3
CSIS 44-356 CCNA: Network Fundamentals	3
CSIS 44-411 Systems Analysis and Design	3
CSIS 44-418 Information Technology Project Management	3
CSIS 44-460 Database Systems	3
Choose one from the following electives:	3
CSIS 44-242 Data and File Structures (3)	
CSIS 44-333 Web Development (3)	
CSIS 44-358 CCNA: Routing Protocols and Concepts (3)	
CSIS 44-555 Network Security (3)	
CSIS 44-560 Advanced Topics in Database Systems (3)	
CSIS 44-563 Developing Web Applications and Services (3)	
<b>Total Major Requirements</b>	<b>24</b>

**NOTE: Grade Requirement:** Students must earn a grade of “C” or better in each of the CS and IS and Common Professional Component courses in this major. A major field assessment is required of all senior year students majoring in MIS.

## # Comprehensive Major in Business Technology: B.S.—No Minor Required

CIP: 520401

This major is housed under the Department of Mathematics, Computer Science and Information Systems. Students choosing a Comprehensive Major in Business Technology must take the Common Professional Component courses outlined on page 252 plus fulfill the following major requirements:

Required Courses	Semester Hours
CSIS 44-211 Spreadsheet Applications	1
CSIS 44-212 Advanced Spreadsheets and Charting	1
CSIS 44-312 Information Technology Hardware and Software	3
CSIS 44-320 Advanced Word Processing	1
CSIS 44-330 Presentation Graphics	1
CSIS 44-340 Digital Media	1
- CSIS 44-343 Digital Communications	3
CSIS 44-344 Desktop Publishing	3
CSIS 44-346 Database Applications	1
Advisor-approved elective	3

Choose one of the following emphasis areas for six hours 6

**Interactive Digital Media Emphasis**

CSIS 44-143 Script Programming I (3)

CSIS 44-333 Web Development (3)

OR

**Management Emphasis**

MGMT 54-314 Human Resource Management (3)

MGMT 54-316 Organizational Behavior and Theory (3)

OR

**Networking Emphasis**

CSIS 44-356 CCNA: Networking Fundamentals (3)

CSIS 44-358 CCNA: Routing Protocols and Concepts (3)

**Total Major Requirements 24**

**# Major in Business Education: B.S.Ed., Secondary Program—  
No Minor Required (Certifies Grades 9-12)**

CIP: 131303

This major is housed under the Department of Mathematics, Computer Science and Information Systems. Students choosing a Major in Business Education must take the Common Professional Component courses totaling 48 hours outlined on page 252, plus fulfill the following major requirements:

Required Courses	Semester Hours
CSIS 44-320 Advanced Word Processing	1
CSIS 44-330 Presentation Graphics	1
CSIS 44-333 Web Development	3
CSIS 44-340 Digital Media	1
CSIS 44-343 Digital Communications OR	
CSIS 44-495 Internship in Computer Science/Information Systems	3
CSIS 44-344 Desktop Publishing	3
CSIS 44-584 Implementing Business and Marketing Education Programs	3
<b>Total Major Requirements</b>	<b>15</b>

CSIS 44-580 Methods of Teaching Business and Marketing is the required subject field methods course.

**MINOR**

**Minor in General Business, 24 hours**

CIP: 520101

Students choosing the Minor in General Business must take the following courses:

Required Courses	Semester Hours
ACCT 51-201 Accounting I	3
ACCT 51-202 Accounting II	3
ECON 52-151 General Economics II (Microeconomics)	3
FIN 53-311 Business Law I	3
FIN 53-324 Fundamentals of Business Finance	3

# ACBSP accredited program

MGMT 54-310 Managerial Communication	3
MGMT 54-313 Principles of Management	3
MKTG 55-330 Principles of Marketing	3
<b>Total Minor Requirements</b>	<b>24</b>

Students with a comprehensive major in any business discipline requiring the common professional component are not permitted to minor in general business. This minor is intended for non-business majors.

## Marketing / 55

### MAJORS

#### # Comprehensive Major in International Business: B.S.–No Minor Required

CIP: 521101

Students choosing a Comprehensive Major in International Business must take the common professional component courses outlined on page 252 plus fulfill the following major requirements:

Required Courses	Semester Hours
ECON 52-450 International Economics	3
MKTG 55-431 Logistics Management OR MKTG 55-434 Marketing Management	3
MKTG 55-437 International Marketing	3
MGMT 54-436 Multinational Management	3

#### International Experience 6

Six hours of business credit which may include courses of study and/or internship in a foreign country.

Exemptions from the foreign study requirement are available only with chairperson approval.

International students may choose to fulfill this requirement through internships or other business courses at Northwest.

#### Cultural Understanding 6

Students must complete six hours according to Option A or B (Option B required unless fluent in foreign language) based upon advisor direction.

#### Option A – Global Political Economy

POLS 34-425 Transnational Politics (3)  
POLS 34-305 Global Events and Trends (3)

OR

#### Option B – Foreign Language

Six hours above the introductory level in any modern language

#### Total Major Requirements 24

#### # Comprehensive Major in Marketing: B.S.–No Minor Required

CIP 521401

Students choosing a Comprehensive Major in Marketing must complete the common professional component courses outlined on page 252 and fulfill the following major requirements:

# ACBSP accredited program



Required Courses	Semester Hours
MKTG 55-332 Promotion	3
MKTG 55-333 Consumer Behavior	3
MKTG 55-430 Sales and Sales Management	3
MKTG 55-432 Marketing Research	3
MKTG 55-434 Marketing Management	3
<b>Student must take two of the following:</b>	<b>6</b>
MGMT 54-415 Intern in Management (3) OR	
MKTG 55-435 Intern in Marketing (3)	
MKTG 55-331 Retailing (3)	
MKTG 55-431 Logistics Management (3)	
MKTG 55-440 Business Study Abroad (3)	
<b>Recommended Electives</b>	<b>3</b>
300- or 400-level advisor-approved elective	
<b>Total Major Requirements</b>	<b>24</b>

### **Comprehensive Major in Merchandising of Textiles, Apparel and Furnishings, 59-61 hours: B.S.–No Minor Required**

Curriculum not yet approved. Refer to online catalog for Fall 2012 Board of Regents approved curriculum.

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## **Course Descriptions**

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### **Accounting / 51**

#### **201 Accounting I (3 hours)**

A beginning course in the principles and theory of accounting. (F, S, SS)

#### **202 Accounting II (3 hours)**

A continuation of ACCT 201, with the partnership and corporation as forms of business organizations emphasized. Prerequisite: ACCT 51-201 with a minimum grade of "C." (F, S, SS)

#### **301 Cost Accounting (3 hours)**

An introductory course in the principles and theory of cost accounting, with an emphasis on managerial decision support. The focus is on deriving accounting information from various costing systems, and preparation, interpretation, and analysis of various reports, including use of spreadsheets. Prerequisite: ACCT 51-202 with a minimum grade of "C." (F, S)

#### **303 Tax Accounting I (3 hours)**

A study of Federal income tax compliance and tax planning for individuals and small businesses. Prerequisite: ACCT 51-202 with a minimum grade of "C." (F, S, SS)

#### **304 Tax Accounting II (3 hours)**

A study of Federal income tax compliance and planning for partnerships, corporations, S corporations, estates and trusts. Prerequisites: ACCT 51-202 and 303 with a minimum grade of "C" in both. (S)

#### **306 Intermediate Accounting I (3 hours)**

An in-depth study of accounting procedures followed in the recording and controlling of assets and liabilities. Prerequisite: ACCT 51-202 with a minimum grade of "C." (F, S)

#### **307 Intermediate Accounting II (3 hours)**

A continuation of Intermediate Accounting I. Topics covered include investments, liabilities, income taxes, pensions, leases, contributed capital and the statement of cash flows. Prerequisite: ACCT 51-306 with a minimum grade of "C." (F, S)

#### **308 Accounting Information Systems (3 hours)**

This is a course designed to give students a basic understanding of accounting systems, systems design and the organization of accounting data.

Prerequisites: ACCT 51-306 with a minimum grade of "C" and CSIS 44-130. (S)

#### **401 Intermediate Accounting III (3 hours)**

Covers governmental and not-for-profit accounting, partnerships, earnings per share, accounting changes and error correction, and other miscellaneous accounting topics. Prerequisite: ACCT 51-306 with a minimum grade of "C." (S)

#### **402 Advanced Cost Accounting (3 hours)**

A course in management accounting designed for accounting majors. Emphasis is placed on collection and presentation of accounting information in a manner useful for decision-making, as well as how the electronic spreadsheet helps facilitate this process. Also includes a study of ethical considerations as they relate to managerial accounting. Prerequisite: ACCT 51-301 with a minimum grade of "C." (S)

#### **403 Advanced Accounting (3 hours)**

Provides a study of consolidated financial statements, and international accounting. Prerequisite: ACCT 51-307 with a minimum grade of "C." (F)

#### **404 Auditing (3 hours)**

A study of generally accepted auditing standards and procedures. Prerequisite: ACCT 51-307 with a minimum grade of "C." (F)

#### **405 Intern in Accounting (1-3 hours)**

Students with junior or senior standing who are accounting majors, with the permission of the department chairperson, may enroll in an intern program with an approved business firm. This course is repeatable for new experience. (F, S, SS)

#### **408 Managerial Accounting (3 hours)**

A study is made of interpretation of accounting data, and the controlling and planning of business activities through the use of that data. This is a course for non-accounting majors. Prerequisites: ACCT 51-202, MGMT 54-313, FIN 53-324 and MKTG 55-330. (F, S, SS)

#### **409 Independent Study in Accounting (1-3 hours)**

Students with junior or senior standing with an area of concentration in accounting, with the permission of a member of the accounting faculty, may enroll in an independent study in accounting. This course is repeatable with topics changing. (F, S, SS)

## **Economics / 52**

#### **130 Survey of Economics (3 hours)**

This course is a one trimester survey of economics. Topics include scarcity and resource allocation; supply and demand; the nature of households and firms, and their interaction in markets; money and banking; gross domestic product determination; and government economic policies. (F, S, SS)

#### **150 General Economics I (3 hours)**

An introduction to the fundamental principles of macroeconomic analysis. The basic principles relating to aggregate supply and demand; the determination of national income, employment and price level; money and banking; monetary and fiscal policies; and alternative economic systems are studied. (F, S, SS)

#### **151 General Economics II (3 hours)**

An introduction to the fundamental principles of microeconomic analysis. The basic principles relating to the decision-making by the individual household and the individual firm under different market structures, the allocation of society's resources and international trade and balance of payments are studied. (F, S, SS)

#### **351 Macroeconomic Theory (3 hours)**

A study of the determination of aggregate income, employment and price level as well as the interactions of the various markets (goods, labor, money, and bonds) within the context of a general equilibrium model. Prerequisites: ECON 52-150 and 151. (S)

#### **352 Money, Credit and Banking (3 hours)**

A study of the history, theory and practice of money and banking. Commercial banking, central banking and monetary policy are discussed and their impact on the economy is examined within the framework of monetary theory. Prerequisite: ECON 52-150 (F, S)

#### **353 Microeconomic Theory (3 hours)**

An analysis of consumer choice, exchange, production and pricing under various market structures in a neoclassical context. Developing the tools of microeconomics and their application to real world situations are strongly emphasized. Prerequisites: ECON 52-150 and 151. (F)

#### **354 Labor Economics (3 hours)**

A study of economic theory and evidence related to labor supply and demand; the wage structure within the economy; labor's share of national

income; unemployment, human resource development, poverty and labor market discrimination; the economic effects of unions; and other issues related to the employment of human resources and labor-management relations. Prerequisites: ECON 52-150 and 151. (F)

### **361 Sports Economics (3 hours)**

This course investigates questions relating to the contribution of professional and recreational sports to social welfare. The general objective of the course is to apply economic concepts and ideas to the sports industry. Prerequisite: ECON 52-151. (F)

### **362 Comparative Economic Systems (3 hours)**

How market, mixed, planned and developing economic systems are organized and function to obtain major economic, political and social goals. Prerequisites: ECON 52-150 and POLS 34-102. (S)

### **425 Internship in Economics (1-3 hours)**

Students who are economics majors may enroll, with the permission of the chairperson, in an intern program with an approved business or government firm. It is recommended the student be in the junior or senior year. This course is repeatable for new experience. (F, S, SS)

### **450 International Economics (3 hours)**

A study of modern theories in international trade and finance and current trends and issues in international economic relations. Prerequisites: ECON 52-150 and 151. (F)

### **451 Econometrics (3 hours)**

Foundations of econometrics. Analysis of linear regression, non-linear regression and computer simulation models. The problems of parameter estimation, verification and the prediction of economic magnitudes are studied. Prerequisites: ECON 52-150 and 151, MATH 17-114. (S, odd years)

### **458 Forecasting Business Conditions (3 hours)**

A study of applied economics encompassing measurement, analysis and prediction of business conditions at the national, regional and industrial levels. Prerequisites: ECON 52-150, 151 and MATH 17-114 and 118. (S, even years)

### **459 Independent Study in Economics (1-3 hours)**

Offered only by special arrangement and with consent of the instructor. This course is repeatable with topics changing. (F, S, SS)

## **Finance / 53**

### **120 Personal Money Management (3 hours)**

An introduction to the basic principles and practice of successful personal money management. The life cycle of personal financial planning and management will be discussed. (SS)

### **311 Business Law I (3 hours)**

Fundamental principles of law in relation to the legal environment of business, including procedure and evidence, business ethics, court systems, contracts, torts, administrative law and constitutional law. (F, S, SS)

### **312 Business Law II (3 hours)**

Fundamental principles of law in relation to business, including agency, negotiable instruments, secured transactions, bankruptcy, partnerships, corporations and other business entities. (F)

### **320 Insurance and Risk (3 hours)**

A study of the principles of insurance, including the various types of insurance coverages such as home, auto, life and health, as well as principles of risk management. (S)

### **324 Fundamentals of Business Finance (3 hours)**

A study of the financial structure of corporations, principles and techniques used in financial analysis and decision-making. Prerequisites: ACCT 51-202 and MATH 17-118 or consent of instructor. (F, S, SS)

### **325 Investment Principles (3 hours)**

A study of the principles of investment and investment vehicles. Prerequisite: FIN 53-324. (F)

### **326 Investment Management (3 hours)**

A course dealing with portfolio management and valuation theory. Prerequisites: FIN 53-324 and 325 with a minimum grade of "C" in each. (S, odd years)

### **327 Intermediate Financial Management (3 hours)**

An in-depth study of financial theory and practices including such topics as capital structure, dividend

policy, capital budgeting, asset pricing and working capital management. Prerequisite: FIN 53-324. (S)

#### **420 Financial Institutions (3 hours)**

A course which deals with structure, functions, policies and decision-making within financial institutions. Prerequisites: FIN 53-324. (S)

#### **421 Selected Cases in Finance (3 hours)**

An advanced case study course dealing with the management of corporate finance. Prerequisites: FIN 53-327. (F)

#### **422 Real Estate Management (3 hours)**

A course designed to integrate the legal, economic and investment perspectives of real estate. The course includes a study of property rights, real estate transactions, real estate markets, real estate investment approaches and investment market valuation. (S, even years)

#### **425 Intern in Finance (1-3 hours)**

Students who are finance majors may enroll, with the permission of the chairperson, in an intern program with an approved business firm. This is recommended after completion of the junior year. This course is repeatable for new experience. (F, S, SS)

#### **429 Independent Study in Finance and Insurance (1-3 hours)**

Finance majors may, with approval, enroll in an independent study section. The approval must be received from the Business chairperson and should be received during the term preceding the enrollment. This course is repeatable with topics changing. (F, S, SS)

## **Management / 54**

#### **310 Managerial Communication (3 hours)**

Designed to acquaint student with current knowledge and emerging trends in business communication. Emphasis on developing and improving business writing (letters, memoranda, reports) and oral presentation skills, understanding the importance of communication in organizations, developing skills needed in the job search and learning how to match specific communicative styles to various situations. Prerequisites: COM 29-102, ENGL 10-112 or 115. (F, S)

#### **313 Principles of Management (3 hours)**

An introduction to the field of management designed to give a basic understanding of the principles, concepts and functions of management within that social system called the information era. Successful management is dependent on fostering responsible and autonomous behavior, as authoritarian structures are being replaced by democratic processes evolving within modern organizations. Thus, successful management is studied as the processes and behavior of participative management. Prerequisite: Completion of a minimum of 30 academic hours. (F, S)

#### **314 Human Resource Management (3 hours)**

A study of objectives, functions and organization of typical human resource management, emphasizing job analysis, selection and placement; development and training; safety and health; employee relations; administration of wages and benefits; labor legislation; and personnel research. Prerequisite: MGMT 54-313. (F, S)

#### **315 Operations Management (3 hours)**

A study of the several areas of primary concern to the production manager including layout, work measurement, wage incentives, inventory control and quality control. The use of both qualitative and quantitative tools to aid in decision-making will be introduced. Prerequisites: MGMT 54-313, MATH 17-114 and 118. (F, S)

#### **316 Organizational Behavior and Theory (3 hours)**

The application of principles and concepts of the behavioral sciences and total quality management to the interpersonal relationships found within modern organizations. As quality management practices replace authoritarian structures with more democratic processes, a need to stress continuous improvement, self-regulation of work content and structure within a job, self-evaluation of performance, self-adjustment in response to work system variability, and participation in the setting of job goals or objectives are seen as the key to effective managerial behavior. Prerequisite: MGMT 54-313. (F, S)

#### **318 Entrepreneurship (3 hours)**

A course designed to aid the prospective small business owner in deciding whether or not to start or purchase a new business, becoming aware of

the pitfalls and failure, and understanding how various decisions might increase chances of success. Small businesses will be compared and contrasted with the larger corporation on several topics. Prerequisite: MGMT 54-313. (F)

### **320 Negotiations (3 hours)**

A study of the theoretical and practical perspectives of the various negotiation process strategies and tactics found in the contemporary business and social setting. Emphasis will be placed on the preparation element of the negotiation process, distributive and integrative negotiation techniques, along with developing negotiation styles, relational trust building, power, persuasion and ethics, creativity and problem-solving in negotiations, multi-party and multi-cultural negotiations. Prerequisite: MGMT 54-313. (S)

### **340 Special Topics in Business (1-3 hours)**

Provides concentrated study on a special topic in one of the areas in the Melvin D. and Valorie G. Booth College of Business and Professional Studies. Topics will vary. This course is repeatable for additional experience, new material and progression of study.

### **413 Business and Society (3 hours)**

Economic, social, technological and ethical problems facing American business and its leaders in the 21st century. Prerequisites: MGMT 54-313 and senior standing. (F, S)

### **415 Intern in Management (1-3 hours)**

Students with junior or senior standing, with the permission of the chairperson, may enroll in an intern program with an approved business concern. This course is repeatable for new experience. Prerequisites: MGMT 54-313 and a 2.5 GPA. (F, S, SS)

### **417 Organizational Policy and Decision-Making (3 hours)**

A course designed to give students the opportunity to integrate information from the functional areas of an organization in the formation and implementation of organizational policy. Computer simulations will also be utilized to simulate organizational decision-making. Prerequisite: Senior standing, Econ 52-150 and 151, completion of all other common professional component courses. (F, S)

### **419 Independent Study in Management (1-3 hours)**

A course to provide students with an opportunity to study a particular problem or pursue an inde-

pendent reading program. Must have permission of chairperson. This course is repeatable for further mastery. Prerequisite: MGMT 54-313. (F, S, SS)

### **436 Multinational Management (3 hours)**

A course to provide an understanding of the operations of multinational corporations. It will concentrate on the decision making process as related to the planning, organizing and controlling of multinational operations. Specifically, this includes differences in operation overseas, political risks, international finance, trade and trade barriers, joint ventures, partnerships and human resource planning. Prerequisite: MGMT 54-313. (S)

### **440 Employment Strategy (1 hour)**

A study of strategies in the employment seeking process. Topics include resumes, letters of application, interviewing, networking and research techniques. Prerequisite: Senior standing or consent of instructor.

## **Marketing / 55**

### **330 Principles of Marketing (3 hours)**

The study of determination and satisfaction of consumer wants or needs from a managerial perspective. Elements of this process include market research, demand analysis, product development, pricing, promotion and distribution. Prerequisite: Completion of a minimum of 30 academic hours. (F, S)

### **331 Retailing (3 hours)**

A strategic approach to retailing which concentrates on planning to meet the objectives of the retail concept. Specifically this includes planning and organizing the retail firm, planning and managing merchandise, on-line retailing, understanding and communicating with the consumer, choosing a store location, developing store personnel, pricing retail merchandise and integrating and controlling the retail strategy. Prerequisite: MKTG 55-330. (F, S)

### **332 Promotion (3 hours)**

A study of that element of the marketing mix that relates to persuasive communication with prospective stakeholders of the firm. Specifically this includes an analysis of advertising, personal selling, publicity, direct marketing, Internet marketing and sales promotion. Prerequisite: MKTG 55-330. (F, S)

### **333 Consumer Behavior (3 hours)**

An interdisciplinary behavioral approach to understanding the consumer. Consideration is given to

consumer psychological, sociological and cultural processes as they relate to the development of marketing strategies. Prerequisite: MKTG 55-330. (F, S)

#### **430 Sales and Sales Management (3 hours)**

A study in the art of selling and the sales process in addition to the managerial aspects of sales management such as planning, organizing, staffing and supervising the sales effort. Prerequisites: MKTG 55-330 or AGRI 03-302. (F, S)

#### **431 Logistics Management (3 hours)**

An analysis of the physical distribution function in marketing with emphasis on channel structure and relationships, transportation, inventory analysis, warehousing, communication and information flow, and facility analysis as elements of an integrated system. Prerequisite: MKTG 55-330. (F)

#### **432 Marketing Research (3 hours)**

An analysis of the various methods and techniques available for collection and interpretation of data as they apply to marketing research. Prerequisites: MATH 17-114 and MKTG 55-330. (F, S)

#### **434 Marketing Management (3 hours)**

The major areas of marketing are examined from the viewpoint of the marketing executive. Emphasis is given to consumer analysis, market research, product planning, channels of distribution, promotion, pricing and the integration of the above in the development of the total marketing program. Requires a major team project, requiring comprehensive marketing analysis. Prerequisites: MKTG 55-330 and senior standing. (F, S)

#### **435 Intern in Marketing (1-3 hours)**

Students with junior or senior standing with the permission of the chairperson may enroll in an intern program with an approved business concern.

This course is repeatable for new experience. Prerequisites: MKTG 55-330 and a minimum 2.5 cumulative GPA. (F, S, SS)

#### **437 International Marketing (3 hours)**

An interdisciplinary approach to marketing in the international marketplace. Specifically, this course focuses on how to conduct cultural environment analysis, international market opportunity assessment, and international marketing strategy development and implementation based on economics, sociology and cross-cultural psychology. (F, S)

#### **438 International Business (3 hours)**

A course on the myths, misconceptions and misinformation prevailing in International Business, especially in the areas that affect us most—protectionism vs. free trade, balance of payments, deficits and surpluses, the European Union, WTO, problems unique to developing countries, changing trade patterns and reasons why, floating vs. fixed monetary systems, cultural differences and multinationals. (F, S)

#### **439 Independent Study in Marketing (1-3 hours)**

A course to provide students with an opportunity to study a particular problem or pursue an independent reading program or research program in marketing. This course is repeatable for further mastery. Must have permission of chairperson. (F, S, SS)

#### **440 Business Study Abroad (1-6 hours)**

Courses taken in a foreign country, which encompass a wide variety of business concepts and applications. May include internships taken abroad and special independent study projects. The number of hours assigned will be determined by the student's advisor and the department chair, based upon the rigor and length of the course or extent of the internship. This course is repeatable for new experience.

# Department of Communication and Mass Media

**Chairperson:** David Shadinger

**Faculty:** Joy Dags, Lori Durbin, John Katsion, Fred Lamer, Jacquie Lamer, Jason Offutt, Bayo Oludaja, Jonathan Pluskota, Matthew Rouch, Jody Strauch, Doug Sudhoff, Brian Swafford, Matt Walker, Laura Widmer, Nathan Wilson

**Staff:** Marla McCrary, Will Murphy, Sarah Wayman

## Statement of Mission

Northwest Missouri State University is a learning-centered community of scholars offering undergraduate and selected graduate programs. The University is committed to preparing broadly educated and engaged citizens for a world of constant change, applying information technology to improve learning processes, and promoting continuous improvement to enhance performance in all its activities. Northwest seeks to expand access to learning and promote research designed to address the needs of our students and stakeholders.

## Communication / 29

The Bachelor of Arts in Communication and Bachelor of Science in Communication each have options for concentrated study in one of four areas: Public Relations (comprehensive, no minor required), Organizational Communication (comprehensive, no minor required), Interpersonal Communication (minor required), and Rhetoric (minor required).

The Public Relations options combine communication courses with appropriate coursework in management, marketing and mass communication to provide a broad preparation for various careers within the public relations field. No minor is required for these programs.

The Organizational Communication options augment the studies of communication theory and performance with courses in management, psychology and writing designed to prepare students for the myriad of careers within organizational communication.

The Interpersonal Communication options, allow students to pursue more traditional liberal arts degrees appropriate as broad foundations for professional pursuits or graduate study.

The Rhetoric options provide a solid foundation for the study of communication theory as well as preparation for graduate study in the field of communication.

The comprehensive Bachelor of Science in Education in Speech/Theatre (55 hours) prepares students to teach and direct speech and theatre in secondary schools. This major does not require a minor and, when completed under the B.S.Ed., Secondary Education Program, meets the State of Missouri teacher certification standards for grades 9-12.

The non-comprehensive Bachelor of Science in Education in Speech/Theatre (38 hours) requires a minor. This major, when completed under the B.S.Ed., Secondary Education Program, also meets the State of Missouri teacher certification standards for grades 9-12.

The minor in Communication is comprised of 24 hours. Minors are required to take the 15-hour communication core, and an additional 9 hours in an area of emphasis (Public Relations, Organizational Communication, Interpersonal Communication or Rhetoric).

A minor in Speech/Theatre Education (32 hours) is available to students majoring in another area. This minor, when completed under the B.S.Ed., Secondary Education Program, meets the State of Missouri teacher certification standards for grades 9-12.

The department also offers an endorsement in Speech/Theatre for students seeking Missouri Middle School (grades 5-9) certification. The middle school program is advised through the College of Education and Human Services.

### **Test-Out Policy**

Test-out is available for COM 29-102, Fundamentals of Oral Communication. For further information, contact the director of the COM 29-102 program.

Please refer to the “Departmental Test-Out” information contained in the “Academic Policies” section of the catalog for policy information. Students should contact the department for additional details.

### **Portfolio Requirement**

Successful completion of all communication degrees requires the presentation of an academic and professional portfolio during the student’s senior year. Immediately upon declaring a communication major, the student must request a portfolio packet from his/her advisor.

### **Speech/Theatre Education Directing Requirement**

All candidates for the B.S.Ed. degree with a secondary speech/theatre major or certifiable minor must demonstrate their ability to direct a complete theatrical presentation that is approved by and acceptable to department faculty. Opportunities for meeting this requirement will be discussed with the academic advisor and include lab series, second stage, and external venue shows. THEA 43-373 Directing must be successfully completed prior to attempting this requirement.

### **Advanced Standing Requirement**

Students majoring in the communication programs must complete Freshman Seminar (1 hour), English Composition (6 hours), Oral Communication (3 hours), and Mathematics (3-4 hours) by the end of the sophomore year. A student must achieve a cumulative grade point average of 2.00 for all courses listed above. No departmental major may be enrolled in and pursue advanced departmental courses (numbered 300 or above) until these courses and the specific advanced standing requirements for the student’s major are met.

Students seeking exemption, or who are not granted advanced standing in communication may appeal by submitting a written petition to the dean of the College of Business through the chair of the department.

### **Communication Majors**

Students seeking a major or a minor in communication are expected to demonstrate a capacity to integrate principles of spoken and written communication and sufficient commitment to expand their knowledge in order to successfully pursue advanced study.



To achieve communication advanced standing a student must have completed at least six hours of 200-level courses or equivalent in communication.

### Speech/Theatre Education Majors

Students seeking a major in speech/theatre education are expected to demonstrate a capacity to integrate, from the required communication and theatre core courses, principles of common formal language, process of seeing, and perception of content, as well as sufficient commitment to expand their knowledge in order to successfully pursue advanced study.

No speech/theatre education major may be enrolled in and pursue advanced communication or theatre courses (numbered 300 and above) until advanced standing has been granted. Speech/theatre education minors must complete the required communication and theatre core courses with a grade of “C” or better in all core courses prior to being enrolled in and pursuing advanced communication and theatre courses.

To achieve speech/theatre education advanced standing, a student (1) must have no grade lower than “C” in any communication or theatre core course and (2) must demonstrate his/her readiness for advanced communication and theatre courses by satisfactorily responding to written and oral questions related to the required communication and theatre core courses.

Speech/theatre education majors may apply for advanced standing during the trimester they are completing the required communication and theatre core courses. Transfer speech/theatre majors seeking to enroll in advanced communication or theatre courses must apply for advanced standing at the time of registration. There will be a review of each transfer student’s portfolio of work in the first week of their first term.

## Core Requirements for Majors and Minors in Communication

Communication Core	Semester Hours
COM 29-210 Communication Theory	3
COM 29-230 Public Speaking	3
COM 29-232 Small Group Communication	3
COM 29-332 Propaganda and Persuasion	3
COM 29-335 Interpersonal Communication	3
<b>Total Hours</b>	<b>15</b>

## MAJORS

### Major in Communication: B.A.

The offering of this program is contingent upon State approval. First planned offering of this program is Fall 2012.

### Public Relations Option, 54 hours—No Minor Required

Required Courses	Semester Hours
Communication Core	15
COM 29-260 Public Relations Techniques	3
COM 29-310 Communication Research Methods	3
COM 29-360 Principles of Public Relations	3
COM 29-460 Public Relations Problems: Cases, Concepts and Campaign	3
COM 29-469 Internship in Public Relations	3
COM 29-498 Senior Capstone	3

**Cognate Courses**

MCOM 20-130 Professional Media Writing	3
MCOM 20-333 Social Media Strategies	3
ENGL 10-315 Writing for the Professions OR ENGL 10-430 Writing for the Online Age OR ENGL 10-512 Publication Skills	3
MKTG 55-330 Principles of Marketing	3

**Six hours from the following according to student's area of emphasis: 6**

COM 29-420 Crisis Communication (3)	
COM 29-402 Current Topics in Communication (3) (may be repeated)	

**Three hours from the following to support the student's area of emphasis: 3**

MCOM 20-303 Introduction to Web Publishing (3)	
MCOM 20-313 Principles of Broadcast Advertising (3)	
MCOM 20-353 Principles of Print Advertising (3)	
COM 29-336 Nonverbal Communication (3)	
COM 29-341 Argumentation and Debate (3)	
COM 29-432 Organizational Communication (3)	
ACCT 51-201 Accounting I (3)	
MGMT 54-313 Principles of Management (3)	
MKTG 55-332 Promotion (3)	
MKTG 55-333 Consumer Behavior (3)	
MKTG 55-432 Marketing Research (3)	
Other courses as approved by advisor	

**Suggested Multicultural/Diversity Institutional Requirement**

COM 29-225 Intercultural Communication (3)	
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**Organizational Communication Option, 54 hours—No Minor Required****Required Courses Semester Hours**

Communication Core	15
COM 29-225 Intercultural Communication	3
COM 29-240 Principles of Leadership	3
COM 29-310 Communication Research Methods	3
COM 29-325 Listening Behavior and Skills	3
COM 29-432 Organizational Communication	3
COM 29-467 Internship in Organizational Communication	3
COM 29-498 Senior Capstone	3

**Three hours to be chosen from the following 3**

COM 29-336 Nonverbal Communication (3)	
COM 29-341 Argumentation and Debate (3)	
COM 29-401 Special Topics (1-3)	

**Cognate Courses**

PSYC 08-313 Industrial and Organizational Psychology	3
ENGL 10-311 Advanced Composition OR ENGL 10-315 Writing for the Professions	3
MGMT 54-313 Principles of Management	3
MGMT 54-314 Human Resources Management	3

**Three hours from the following 3**

PSYC 08-363 Psychology of Personality (3)	
SOC 35-365 Social Psychology (3)	
MGMT 54-310 Managerial Communication (3)	

**Interpersonal Communication Option, 33 hours–Minor Required**

Required Courses	Semester Hours
Communication Core	15
COM 29-225 Intercultural Communication	3
COM 29-310 Communication Research Methods	3
COM 29-325 Listening Behavior and Skills	3
COM 29-341 Argumentation and Debate	3
COM 29-498 Senior Capstone	3
Approved electives	3

**Rhetoric Option, 33 hours–Minor Required**

Required Courses	Semester Hours
Communication Core	15
COM 29-225 Intercultural Communication	3
COM 29-310 Communication Research Methods	3
COM 29-341 Argumentation and Debate	3
COM 29-343 Rhetoric of American Issues*	3
COM 29-498 Senior Capstone	3
Approved electives	3

\*COM 29-235 Introduction to Classical Rhetoric is a prerequisite

**Major in Communication: B.S.**

The offering of this program is contingent upon State approval. First planned offering of this program is Fall 2012.

**Public Relations Option, 60 hours–No Minor Required**

Required Courses	Semester Hours
Communication Core	15
COM 29-260 Public Relations Techniques	3
COM 29-310 Communication Research Methods	3
COM 29-360 Principles of Public Relations	3
COM 29-460 Public Relations Problems: Cases, Concepts and Campaign	3
COM 29-469 Internship in Public Relations	3
COM 29-498 Senior Capstone	3

**Cognate Courses**

MCOM 20-130 Professional Media Writing	3
MCOM 20-333 Social Media Strategies	3
ENGL 10-315 Writing for the Professions OR	
ENGL 10-430 Writing for the Online Age OR	
ENGL 10-512 Publication Skills	3
MKTG 55-330 Principles of Marketing	3

**Six hours from the following according to student's area of emphasis:** 6

COM 29-420 Crisis Communication (3)	
COM 29-402 Current Topics in Communication (3) (may be repeated)	

**Nine hours from the following to support the student's area of emphasis:** 9

MCOM 20-303 Introduction to Web Publishing (3)	
MCOM 20-313 Principles of Broadcast Advertising (3)	
MCOM 20-353 Principles of Print Advertising (3)	
COM 29-336 Nonverbal Communication (3)	

COM 29-341 Argumentation and Debate (3)  
 COM 29-432 Organizational Communication (3)  
 ACCT 51-201 Accounting I (3)  
 MGMT 54-313 Principles of Management (3)  
 MKTG 55-332 Promotion (3)  
 MKTG 55-333 Consumer Behavior (3)  
 MKTG 55-432 Marketing Research (3)  
 Other courses as approved by advisor

**Suggested Multicultural/Diversity Institutional Requirement**

COM 29-225 Intercultural Communication (3)

**Organizational Communication Option, 60 hours–No Minor Required**

Required Courses	Semester Hours
Communication Core	15
COM 29-225 Intercultural Communication	3
COM 29-240 Principles of Leadership	3
COM 29-260 Public Relations Techniques	3
COM 29-310 Communication Research Methods	3
COM 29-325 Listening Behavior and Skills	3
COM 29-432 Organizational Communication	3
COM 29-467 Internship in Organizational Communication	3
COM 29-498 Senior Capstone	3
<b>Six hours to be chosen from the following</b>	<b>6</b>
COM 29-336 Nonverbal Communication (3)	
COM 29-341 Argumentation and Debate (3)	
COM 29-401 Special Topics (1-3)	
<b>Cognate Courses</b>	
PSYC 08-313 Industrial and Organizational Psychology	3
ENGL 10-311 Advanced Composition OR	
ENGL 10-315 Writing for the Professions	3
MGMT 54-313 Principles of Management	3
MGMT 54-314 Human Resources Management	3
<b>Three hours from the following</b>	<b>3</b>
PSYC 08-363 Psychology of Personality (3)	
SOC 35-365 Social Psychology (3)	
MGMT 54-310 Managerial Communication (3)	

**Interpersonal Communication Option, 36 hours–Minor Required**

Required Courses	Semester Hours
Communication Core	15
COM 29-225 Intercultural Communication	3
COM 29-310 Communication Research Methods	3
COM 29-325 Listening Behavior and Skills	3
COM 29-341 Argumentation and Debate	3
COM 29-468 Internship in Speech Communication	3
COM 29-498 Senior Capstone	3
Approved electives	3

**Rhetoric Option, 36 hours—Minor Required**

Required Courses	Semester Hours
Communication Core	15
COM 29-225 Intercultural Communication	3
COM 29-310 Communication Research Methods	3
COM 29-341 Argumentation and Debate	3
COM 29-343 Rhetoric of American Issues*	3
COM 29-468 Internship in Speech Communication	3
COM 29-498 Senior Capstone	3
Approved electives	3

\*COM 29-235 Introduction to Classical Rhetoric is a prerequisite

**Core Requirements for Majors in Speech/Theatre Education**

THEA 43-110 Theatre Foundations	3
THEA 43-210 Design Principles	3
THEA 43-225 Oral Interpretation and Textual Analysis	3
THEA 43-230 Acting	3
COM 29-210 Communication Theory	3
COM 29-230 Public Speaking	3
<b>Total Hours in Speech/Theatre Education Core</b>	<b>18</b>

**MAJORS****Comprehensive Major in Speech/Theatre Education, 55 hours:  
B.S.Ed.—No Minor Required (Certifies Grades 9-12)**

CIP: 131399

Required Courses	Semester Hours
Speech/Theatre Education Core Requirements	18
COM 29-133 Practicum in Debate and Forensics AND/OR COM 29-338 Advanced Practicum in Debate and Forensics	2
COM 29-232 Small Group Communication	3
COM 29-325 Listening Behavior and Skills	3
COM 29-332 Propaganda and Persuasion	3
COM 29-335 Interpersonal Communication	3
COM 29-341 Argumentation and Debate	3
THEA 43-305 Independent Practicum in Theatre	1
THEA 43-373 Directing	3
THEA 43-460 Creative Dramatics	3
<b>Two hours of technical skills from:</b>	<b>2</b>
THEA 43-211 Technical Skills: Scenery (2)	
THEA 43-212 Technical Skills: Costumes (2)	
THEA 43-213 Technical Skills: Electrics (2)	
<b>Three hours of theatre history from:</b>	<b>3</b>
THEA 43-407 History of Theatre I (3)	
THEA 43-408 History of Theatre II (3)	
Eight hours of approved speech communication, theatre, or mass communication electives (8)	

This major, when completed under the B.S.Ed., Secondary Program, meets Missouri teacher certification standards for speech/theatre secondary level.

Students must take COM 29-480 Methods in Teaching Speech/Theatre in the Secondary School as part of their professional education requirements.

### **Major in Speech/Theatre Education 38 hours: B.S.Ed.– Minor Required (Certifies Grades 9-12)**

Required Courses	Semester Hours
Speech/Theatre Education Core Requirements	18
COM 29-133 Practicum in Debate and Forensics AND /OR COM 29-338 Advanced Practicum in Debate and Forensics	2
COM 29-332 Propaganda and Persuasion	3
COM 29-335 Interpersonal Communication	3
COM 29-341 Argumentation and Debate	3
THEA 43-305 Independent Practicum in Theatre	1
THEA 43-373 Directing	3

#### **Two hours of technical skills from:**

- THEA 43-211 Technical Skills: Scenery (2)
- THEA 43-212 Technical Skills: Costumes (2)
- THEA 43-213 Technical Skills: Electrics (2)

#### **Three hours of theatre history from:**

- THEA 43-407 History of Theatre I (3)
- THEA 43-408 History of Theatre II (3)

This major, when completed under the B.S.Ed. Secondary Program, meets Missouri teacher certification standards for speech/theatre secondary level.

Students must take COM 29-480 Methods in Teaching Speech/Theatre in the Secondary School as part of their professional education requirements.

## **MINORS**

### **Minor in Communication, 24 hours**

CIP: 090999

Required Courses	Semester Hours
Communication Core	15
<b>Select one of three emphasis areas for an additional nine hours:</b>	<b>9</b>
<b>Interpersonal Communication Emphasis</b>	
COM 29-225 Intercultural Communication (3)	
COM 29-325 Listening Behavior and Skills (3)	
COM 29-336 Nonverbal Communication (3)	
<b>Organizational Communication Emphasis</b>	
COM 29-225 Intercultural Communication (3)	
COM 29-240 Principles of Leadership (3)	
COM 29-432 Organizational Communication (3)	
<b>Public Relations Emphasis*</b>	
COM 29-260 Public Relations Techniques (3)	

- COM 29-360 Principles of Public Relations (3)
- COM 29-460 Public Relations Problems: Cases, Concepts and Campaigns (3)
- \*Suggested Multicultural/Diversity Institutional Requirement
- COM 29-225 Intercultural Communication

**Rhetoric Emphasis\*\***

- COM 29-225 Intercultural Communication (3)
- COM 29-341 Argumentation and Debate (3)
- COM 29-343 Rhetoric of American Issues\*\* (3)

\*\*Directed General Education Requirement

- COM 29-235 Introduction to Classical Rhetoric

**Minor in Speech/Theatre Education, 32 hours  
(Certifies Grades 9-12. See Professional Education Requirements.)**

CIP: 131324

Required Courses	Semester Hours
Speech/Theatre Education Core Requirements	18
COM 29-133 Practicum in Debate and Forensics	1
COM 29-335 Interpersonal Communication	3
COM 29-341 Argumentation and Debate	3
THEA 43-305 Independent Practicum in Theatre	1
THEA 43-373 Directing	3
<b>Three hours from:</b>	<b>3</b>
COM 29-325 Listening Behavior and Skills (3)	
COM 29-332 Propaganda and Persuasion (3)	
THEA 43-407 History of Theatre I (3)	
THEA 43-408 History of Theatre II (3)	

Students must take COM 29-480 Methods in Teaching Speech/Theatre in the Secondary School as part of their professional education requirements.

**Area of Endorsement in Speech/Theatre for the Middle School,  
21 hours**

CIP: 131331

Certifies Grades 5-9 when completed with the Middle School major

Required Courses	Semester Hours
THEA 43-110 Theatre Foundations	3
THEA 43-230 Acting	3
THEA 43-373 Directing	3
THEA 43-460 Creative Dramatics	3
COM 29-210 Communication Theory	3
COM 29-230 Public Speaking	3
COM 29-341 Argumentation and Debate	3

The completion of the above requirements meets the Speech/Theatre Area of Endorsement for use with Missouri Middle School Certification, grades 5-9. Students must take COM 29-480 Methods of Teaching Speech/Theatre in the Secondary School. Advisement for Middle School Certification is provided by the Department of Professional Education in the College of Education and Human Services. See that section of this catalog.

## Mass Communication / 20

The Department of Communication and Mass Media offers undergraduate programs in mass media, advertising and interactive digital media to prepare students for the converged media industry. The mass media major also allows students to learn a core set of production and critical thinking skills within a focused area of interest such as multimedia journalism, sports media, broadcast and production, and applied advertising. In harmony with the mission of the Melvin D. and Valorie G. Booth College of Business and Professional Studies, students majoring in the mass media degrees develop not only communication skills (verbal, written, listening and interpersonal) but also critical thinking skills and equipment and computer operation skills. Careful attention is given to achieving a balance between cognitive development and specific skills acquisition; therefore, students also develop a broad understanding and appreciation of the historical, theoretical and operational nature of the mass media.

In addition, students are encouraged at the very beginning of their University experience to become involved with a variety of hands-on activities with award-winning media outlets KZLX-LP, KXCV/KRNW-FM, KNWT-TV, *Northwest Missourian* newspaper, nwmissourinews.com (converged online news site), *Tower* yearbook and DVD supplement, *Framework Interactive* online magazine, fwinteractive.com and student media organizations. These experiences lead to a realistic view of professional working conditions. Students are further guided in the acquisition of appropriate time management, adaptation and teamwork skills.

### Advanced Standing Requirement

Mass Media majors may not enroll in upper division mass communication courses (numbered 300 or above) prior to successful completion of the Department of Communication and Mass Media's advanced standing requirements:

1. Students must complete MCOM 20-110, 120 and 130 with a minimum grade of "C."
2. The student shall have an assigned major advisor from the Mass Media faculty.

### General Education Assessment Requirement

Students must receive a score of at least 1 in two of the three test areas or they must retake the general education assessment test, an assessment given when the student reaches junior status. Students who do not reach this requirement will be notified by either their advisor or the department chairperson. It is the student's responsibility to arrange for retaking the general education assessment test.

## DEGREE PROGRAMS

The Bachelor of Arts in Media Studies (31 hours) is designed to provide students with theoretical and applied knowledge and a liberal arts education through the requirements for the B.A. degree.

The Bachelor of Science in Mass Media (55 hours), in Advertising (61 hours), and in Interactive Digital Media (61 hours) are available to those seeking the B.S. degree. In addition to providing a comprehensive theoretical foundation within the discipline, these degrees provide extensive practical knowledge and experience.

A minor in Broadcasting (24 hours), a minor in Journalism (24 hours), a minor in Advertising (24 hours) and an interdisciplinary minor in Interactive Digital Media (24 hours) are available to students with majors in other academic disciplines.



## MAJORS

### Major in Media Studies, 31 hours: B.A.—Minor Required

CIP: 090100

Required Courses	Semester Hours
MCOM 20-120 Introduction to Mass Media	3
MCOM 20-130 Professional Media Writing	3
MCOM 20-221 Ethnographic Film Study	3
MCOM 20-220 Media Literacy	3
MCOM 20-303 Introduction to Web Publishing	3
MCOM 20-314 Communication Law and Ethics	3
MCOM 20-333 Social Media Strategies	3
MCOM 20-320 Theories of Mass Communication	3
MCOM 20-409 Media Business and Entrepreneurship	3
MCOM 20-412 Comparative Mass Media Systems	3
MCOM 20-416 Senior Seminar	1
<b>Total Hours</b>	<b>31</b>

### Major in Mass Media, 55 hours: B.S.—No Minor Required

**Areas of Emphasis: Applied Advertising, Broadcast and Production, Multimedia Journalism, Sports Media**

CIP: 090100

#### Core Courses for a Major in Mass Media

Required Core Courses	Semester Hours
MCOM 20-110 Fundamentals of Electronic Media Production	3
MCOM 20-120 Introduction to Mass Media	3
MCOM 20-130 Professional Media Writing	3
MCOM 20-220 Media Literacy	3
MCOM 20-243 Media Design	3
MCOM 20-303 Introduction to Web Publishing	3
MCOM 20-314 Communication Law and Ethics	3
MCOM 20-320 Theories of Mass Communication	3
MCOM 20-409 Media Business and Entrepreneurship	3
MCOM 20-416 Senior Seminar	1
<b>Total Core Hours</b>	<b>28</b>

#### Mass Media: Applied Advertising Emphasis

Required Courses	Semester Hours
Mass Media Core	28
MCOM 20-230 Introduction to Media Advertising	3
MCOM 20-313 Principles of Broadcast Advertising	3
MCOM 20-333 Social Media Strategies	3
MCOM 20-343 Advanced Media Design	3
MCOM 20-353 Principles of Print Advertising	3
MCOM 20-430 Advanced Advertising Strategies OR MCOM 20-452 Internship	3
Advisor-approved elective	3

<b>Six hours from the following:</b>	<b>6</b>
MCOM 20-150 Journalism Practicum (Yearbook) (1)	
MCOM 20-151 Journalism Practicum (Newspaper) (1)	
MCOM 20-215 Radio Practicum (1)	
MCOM 20-216 Television Practicum (1)	
MCOM 20-322 Advanced Radio Practicum (2)	
MCOM 20-326 Advanced Television Practicum (2)	
MCOM 20-350 Advanced Journalism Practicum (Yearbook) (2)	
MCOM 20-351 Advanced Journalism Practicum (Newspaper) (2)	
<b>Total Hours</b>	<b>55</b>

### **Mass Media: Broadcast and Production Emphasis**

Required Courses	Semester Hours
Mass Media Core	28
MCOM 20-111 Introduction to Broadcast Operations	3
MCOM 20-224 Introduction to Audio Production	3
MCOM 20-225 Video Production	3
MCOM 20-313 Principles of Broadcast Advertising	3
<b>Three hours from the following:</b>	<b>3</b>
MCOM 20-215 Radio Practicum (1)	
MCOM 20-216 Television Practicum (1)	
MCOM 20-322 Advanced Radio Practicum (2)	
MCOM 20-326 Advanced Television Practicum (2)	
<b>Choose one of the following concentration areas for twelve hours:</b>	<b>12</b>
<b>Audio Concentration</b>	
MCOM 20-329 Audio Technology and Recording (3)	
MCOM 20-406 Advanced Audio (Music) (3) OR	
MCOM 20-407 Advanced Audio (Post) (3)	
MCOM 20-490 Sound Design and Aesthetics (3)	
Advisor-approved electives (3)	
<b>OR</b>	
<b>Video Concentration</b>	
MCOM 20-330 Advanced Video Production (3)	
MCOM 20-417 Television Directing (3)	
MCOM 20-484 Digital Cinematography (3)	
Advisor-approved electives (3)	
<b>Total Hours</b>	<b>55</b>

### **Mass Media: Multimedia Journalism Emphasis**

Required Courses	Semester Hours
Mass Media Core	28
MCOM 20-227 Reporting	3
MCOM 20-315 Broadcast Journalism	3
MCOM 20-327 Advanced Reporting	3
MCOM 20-333 Social Media Strategies	3
MCOM 20-352 Copy Editing	3
MCOM 20-355 Photojournalism	3

MCOM 20-357 Opinion Writing OR	
MCOM 20-358 Feature Writing	3
Advisor-approved electives	3
<b>Three hours from the following:</b>	3
MCOM 20-150 Journalism Practicum (Yearbook) (1)	
MCOM 20-151 Journalism Practicum (Newspaper) (1)	
MCOM 20-215 Practicum in Radio (1)	
MCOM 20-216 Practicum in Television (1)	
MCOM 20-322 Advanced Practicum in Radio (2)	
MCOM 20-326 Advanced Practicum in Television (2)	
MCOM 20-350 Advanced Journalism Practicum (Yearbook) (2)	
MCOM 20-351 Advanced Journalism Practicum (Newspaper) (2)	
<b>Total Hours</b>	<b>55</b>

### **Mass Media: Sports Media Emphasis**

<b>Required Courses</b>	<b>Semester Hours</b>
Mass Media Core	28
MCOM 20-227 Reporting	3
MCOM 20-315 Broadcast Journalism	3
MCOM 20-327 Advanced Reporting	3
MCOM 20-345 Sports Broadcasting	3
MCOM 20-352 Copy Editing	3
MCOM 20-356 Sports Photography	3
MCOM 20-359 Sports Reporting	3
Advisor-approved electives	3
<b>Three hours from the following:</b>	3
MCOM 20-150 Journalism Practicum (Yearbook) (1)	
MCOM 20-151 Journalism Practicum (Newspaper) (1)	
MCOM 20-350 Advanced Journalism Practicum (Yearbook) (2)	
MCOM 20-351 Advanced Journalism Practicum (Newspaper) (2)	
<b>Total Hours</b>	<b>55</b>

### **Major in Advertising, 61 hours: B.S.—No Minor Required**

CIP: 090903

<b>Directed General Education Courses</b>	<b>Semester Hours</b>
ECON 52-130 Survey of Economics OR	
ECON 52-150 General Economics I	3
MATH 17-114 General Statistics I	3
<b>Required Courses</b>	
MCOM 20-130 Professional Media Writing	3
MCOM 20-151 Journalism Practicum (Newspaper)	1
MCOM 20-230 Introduction to Media Advertising	3
MCOM 20-243 Media Design	3
MCOM 20-313 Principles of Broadcast Advertising	3
MCOM 20-333 Social Media Strategies	3
MCOM 20-343 Advanced Media Design	3
MCOM 20-351 Advanced Journalism Practicum (Newspaper)	2
MCOM 20-353 Principles of Print Advertising	3

MCOM 20-416 Senior Seminar	1
MCOM 20-430 Advanced Advertising Strategies OR	
MCOM 20-452 Internship	3
ACCT 51-201 Accounting I	3
ACCT 51-202 Accounting II	3
FIN 53-311 Business Law I	3
FIN 53-324 Fundamentals of Business Finance	3
MGMT 54-313 Principles of Management	3
MKTG 55-330 Principles of Marketing	3
MKTG 55-332 Promotion	3
MKTG 55-333 Consumer Behavior	3
MKTG 55-430 Sales and Sales Management	3
MKTG 55-432 Marketing Research	3
MKTG 55-438 International Business OR	
MCOM 20-450 Study Abroad	3
<b>Total Hours</b>	<b>61</b>

### **Comprehensive Major in Interactive Digital Media, 61 hours: B.S.—No Minor Required**

CIP: 110801

#### **New Media Concentration**

This is an interdisciplinary major in conjunction with the Department of Fine and Performing Arts, the Department of Mathematics, Computer Science and Information Systems, and the Department of Communication and Mass Media. Three concentrations are available for this major: Computer Science Programming (Mathematics, Computer Science and Information Systems), New Media (Communication and Mass Media) and Visual Imaging (Fine and Performing Arts).

This major requires CSIS 44-130 Computers and Information Technology as a prerequisite course as required by course descriptions.

<b>Required Core Courses</b>	<b>Semester Hours</b>
ART 13-191 Introduction to Design	3
ART 13-207 Digital Photography OR	
MCOM 20-355 Photojournalism	3
ART 13-292 Introduction to Creative Electronic Imaging	3
ART 13-294 Letter Forms and Graphic Design	3
MCOM 20-120 Introduction to Mass Media	3
MCOM 20-243 Media Design	3
MCOM 20-303 Introduction to Web Publishing	3
MCOM 20-314 Communication Law and Ethics	3
CSIS 44-143 Script Programming I	3
CSIS 44-333 Web Development	3
CSIS 44-335 Script Programming II	3
MKTG 55-330 Principles of Marketing	3
<b>Total Core Requirements</b>	<b>36</b>
<b>Required Courses for New Media Concentration:</b>	
MCOM 20-110 Fundamentals of Electronic Media Production	3
MCOM 20-130 Professional Media Writing	3

MCOM 20-150 Journalism Practicum (Yearbook) OR	
MCOM 20-151 Journalism Practicum (Newspaper)	1
MCOM 20-230 Introduction to Media Advertising	3
MCOM 20-333 Social Media Strategies OR	
MCOM 20-452 Internship	3
MCOM 20-334 Multimedia Production	3
MCOM 20-343 Advanced Media Design	3
MCOM 20-354 Online Magazine Practicum	1
MCOM 20-409 Media Business and Entrepreneurship	3
MCOM 20-416 Senior Seminar	1
<b>Choose one of the following courses:</b>	1-6
MCOM 20-150 Journalism Practicum (Yearbook) (1)	
MCOM 20-151 Journalism Practicum (Newspaper) (1)	
MCOM 20-350 Advanced Journalism Practicum (Yearbook) (2)	
MCOM 20-351 Advanced Journalism Practicum (Newspaper) (2)	
MCOM 20-450 Study Abroad (1-6)	
MCOM 20-452 Internship (1)	
<b>Total Concentration Hours</b>	<b>25</b>

**Concentration in Visual Imaging – see the Department of Fine and Performing Arts**

**Concentration in Computer Science Programming – see the Department of Mathematics, Computer Science and Information Systems**

## **MINORS**

### **Minor in Broadcasting, 24 hours**

CIP: 090701

<b>Required Courses</b>	<b>Semester Hours</b>
MCOM 20-111 Introduction to Broadcast Operations	3
MCOM 20-120 Introduction to Mass Media	3
MCOM 20-220 Media Literacy	3
MCOM 20-224 Introduction to Audio	3
MCOM 20-225 Video Production	3
MCOM 20-313 Principles of Broadcast Advertising	3
MCOM 20-314 Communication Law and Ethics	3
MCOM 20-320 Theories of Mass Communication	3

### **Minor in Journalism, 24 hours**

CIP: 090401

<b>Required Courses</b>	<b>Semester Hours</b>
MCOM 20-120 Introduction to Mass Media	3
MCOM 20-130 Professional Media Writing	3
MCOM 20-150 Journalism Practicum (Yearbook) OR	
MCOM 20-151 Journalism Practicum (Newspaper)	1
MCOM 20-227 Reporting	3
MCOM 20-243 Media Design	3

MCOM 20-314 Communication Law and Ethics	3
MCOM 20-320 Theories of Mass Communication	3
MCOM 20-350 Advanced Journalism Practicum (Yearbook) (2) OR MCOM 20-351 Advanced Journalism Practicum (Newspaper) (2)	2
MCOM 20-353 Principles of Print Advertising	3

### **Minor in Advertising, 24 hours**

CIP: 090903

<b>Required Courses</b>	<b>Semester Hours</b>
MCOM 20-130 Professional Media Writing	3
MCOM 20-230 Introduction to Media Advertising	3
MCOM 20-243 Media Design	3
MCOM 20-303 Introduction to Web Publishing	3
MCOM 20-313 Principles of Broadcast Advertising	3
MCOM 20-314 Communication Law and Ethics	3
MCOM 20-333 Social Media Strategies	3
MCOM 20-353 Principles of Print Advertising	3

### **Minor in Interactive Digital Media, 24 hours**

CIP: 110801

This is an interdisciplinary minor in conjunction with the Department of Fine and Performing Arts, the Department of Mathematics, Computer Science and Information Systems, and the Department of Communication and Mass Media.

This minor requires CSIS 44-130 Computers and Information Technology as a prerequisite course as required by course descriptions.

<b>Required Courses</b>	<b>Semester Hours</b>
ART 13-191 Introduction to Design	3
ART 13-292 Introduction to Creative Electronic Imaging	3
MCOM 20-243 Media Design	3
MCOM 20-303 Introduction to Web Publishing	3
CSIS 44-143 Script Programming I	3
CSIS 44-333 Web Development	3
<b>Electives (Select any six hours from the following):</b>	<b>6</b>
ART 13-120 Drawing (3)	
ART 13-207 Digital Photography (3)	
MCOM 20-334 Multimedia Production (3)	
CSIS 44-141 Computer Programming I (3)	
CSIS 44-335 Script Programming II (3)	

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# Course Descriptions

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## Communication / 29

### **101 Oral Communication for International Students (3 hours)**

Designed to meet the needs of international students desiring to improve their oral communication skills. Will include conversational and formal presentation activities. Meets five times per week. Does not fulfill COM 29-102 requirement.

### **102 Fundamentals of Oral Communication (3 hours)**

An overview of the theory and guided practice of the skills utilized in intrapersonal, interpersonal, group and public communication. The student will perform an interview, small group discussion, informative speech and persuasive speech. (F, S, SS)

### **133 Practicum in Debate and Forensics (1-4 hours)**

Participation in intercollegiate debate and forensics activities. May be repeated for up to four hours for further mastery. (F, S)

### **152 Public Relations Practicum (1 hour)**

Practice in the principles of public relations. Students will work on promotional materials or activities (i.e.: press releases and packets, backgrounders, fact sheets, promotional materials, etc.). (F, S)

### **200 Special Offerings (1-4 hours)**

Courses offered on only one occasion or variable issue-oriented courses which have the content described in the title. Credit and prerequisites as announced. Repeatable with topics changing.

### **210 Communication Theory (3 hours)**

This course will cover a variety of communication constructs and theories that provide much of the basic foundation for the discipline. Students will learn about theories relating to the different areas of study in communication (e.g. interpersonal, small group, organizational, rhetorical, and others). Satisfactory completion of the course is part of the requirements for Advanced Standing within the Department of Communication and Mass Media. (F)

### **225 Intercultural Communication (3 hours)**

An analysis of how culture interacts with communication and an examination of issues and problems encountered when communicating across cultures. (F, S)

### **226 Principles of Interviewing (3 hours)**

The study of interviewing principles for people-management skills. Provides the student with the opportunity to practice techniques appropriate for the following types of interviews: employment, orientation, goal-setting, problem-solving, appraisal and persuasion or selling. (F, alt. years)

### **230 Public Speaking (3 hours)**

A study of the theory and principles of effective public speaking. The student will develop and present various types of public speeches with and without presentational aids. (F, S)

### **232 Small Group Communication (3 hours)**

A study of group processes in the problem-solving setting. The focus is on problem solving, leadership, role development, cohesiveness and effective practitioners. Group participation outside the classroom will be expected. (F, S)

### **235 Introduction to Classical Rhetoric (3 hours)**

An introduction to the development and theories of rhetoric. The focus is on the ancient Greeks and Aristotle's Rhetoric as well as the Romans including Cicero and Quintillian. (S, alt. years)

### **240 Principles of Leadership (3 hours)**

An examination of the concept of leadership and its application in different aspects of modern society. The focus will be on techniques of leadership in decision-making and policy formulation and implementation. There will also be a discussion of leadership qualities necessary for the future. (S)

### **250 Voice and Diction (3 hours)**

A study of the sound system of American English. Emphasis is placed on taxonomy of sounds using the International Phonetic Alphabet and on understanding the mechanisms of articulation, phonation and prosody as applied to broadcasting, theatre and speech pathology. Basic acoustics is introduced. (F, alt. years)

### **260 Public Relations Techniques (3 hours)**

Introduction to the communication techniques of public relations including internal and external interpersonal communication networks and mediated communication. Recommended prerequisite: MCOM 20-130. (F, S)

**310 Communication Research Methods (3 hours)**

An introduction to the process of research and inquiry in the field of communication. This course surveys quantitative, qualitative and critical methodologies and provides students with tools to evaluate and conduct such studies. MATH 17-114 General Statistics is recommended as a directed General Education choice. Prerequisites: COM 29-102; and ENGL 10-111 and 10-112, or 10-115. (F, S)

**325 Listening Behavior and Skills (3 hours)**

An examination of listening behavior and its place in the communication process. The major interactive and perceptual processes involved in the reception of aural data are studied. Tests and exercises are presented to enable students to understand and improve their own listening skills. Prerequisite: COM 29-102. (S)

**332 Propaganda and Persuasion (3 hours)**

Exploration of the symbolic means of engineering consent, focusing on techniques that foster intolerance and bigotry. The course focuses on theories of symbolic manipulation and theories of persuasion, and on analyzing actual propaganda campaigns and persuasive campaigns. (S)

**335 Interpersonal Communication (3 hours)**

A study of the theories of interpersonal communication. Experiences in the development of communication, anxiety awareness, verbal confrontation, reinforcement and interpersonal trust are included. (F)

**336 Nonverbal Communication (3 hours)**

An analysis of the fundamental forms of nonverbal communication. Attention is given to the use of the body in conscious and unconscious gestures, proxemics, kinesics and axis, and the effect of these on the environment and culture of the individual. (S)

**338 Advanced Practicum in Debate and Forensics (1-4 hours)**

Participation in intercollegiate debate and forensics activities. Prerequisite: Junior or senior standing. May be repeated for up to four hours for further mastery. (F, S)

**341 Argumentation and Debate (3 hours)**

A study of the theory of argumentation, logical argument construction, argument refutation and cross

examination. The course involves the application of reflective thinking to problem solving. Students are given an opportunity to apply argumentation theory to law, scholarship, politics and business. (F)

**343 Rhetoric of American Issues (3 hours)**

A survey of famous American orators and issues. The rhetorical and historical contexts of selected speeches and issues are emphasized. Prerequisite: COM 29-235. (S, alt. years)

**351 Normal Language Development (2 hours)**

A study of the normal processes of developmental progression by which the child acquires the syntax, semantics, morphology and phonology of language. (SS)

**352 Advanced Public Relations Practicum (1 hour)**

Advanced practice in the principles of public relations. Students will work collaboratively to develop multiple relations oriented materials (i.e.: press releases and packets, backgrounders, fact sheets, promotional materials, etc.) and/or event related activities. (F, S)

**360 Principles of Public Relations (3 hours)**

An overview of public relations as practiced historically and in contemporary America. It provides a comprehensive foundation of theoretical and applied knowledge necessary to become a public relations practitioner. Prerequisites: COM 29-260 and MCOM 20-130. (S)

**400 Special Offerings (1-4 hours)**

Courses offered on only one occasion or variable issue-oriented courses which have the content described in the title. Credit and prerequisites as announced. Repeatable with topics changing.

**401 Special Topics (1-3 hours)**

Provides concentrated study in special areas within Speech Communication. Topics vary trimester to trimester. Prerequisites as announced. Repeatable with topics changing.

**402 Current Topics in Communication (3 hours)**

This course introduces students to areas of current importance in the communication field. It builds upon the theory and research introduced in previous courses and gives students a global perspective of communications practice. Prerequisites: Advanced standing or permission of the instructor.



May be repeated for credit with topics changing. (S, alt. years)

**420 Crisis Communication (1-3 hours)**

This course will prepare students to navigate the unique challenges communicators face during a crisis situation through the study of basic communication theory and practice, media relations, relevant laws and ethics, cross-cultural communication, international crisis communication, and communication coordination practices. (S, alt. years)

**432 Organizational Communication (3 hours)**

A study of the spoken communication process in business and organizational settings and the major concepts which influence organizational communication. Attention is directed toward the organizational elements, the communication system and improving organizational communication. (F)

**460 Public Relations Problems: Cases, Concepts and Campaigns (3 hours)**

A study of the rationale underlying public relations campaigns, achieving specific public relations goals and solving a wide variety of public relations problems. Prerequisite: COM 29-360. (F)

**467 Internship in Organizational Communication (1-3 hours)**

Allows students to gain practical experience by participating in on-site work with various types of organizational communication departments or organizations under the on-site supervision of an experienced business person. Consent of instructor required. Repeatable for new experience. (F, S, SS)

**468 Internship in Speech Communication (1-3 hours)**

Allows students to gain practical experience by participating in on-site work with various types of communication organizations under the on-site supervision of an experienced communication professional. Consent of instructor required. Repeatable for new experience. (F, S, SS)

**469 Internship in Public Relations (1-3 hours)**

Professional experience in public relations. The particular interests of the student are addressed through practical application with public relations practitioners. Prerequisites: Senior standing in public relations and consent of instructor. Repeatable for new experience. (F, S, SS)

**480 Methods of Teaching Speech/Theatre in the Secondary School (3 hours)**

A preparation for meeting the special problems of teaching speech and theatre in the secondary school. This course includes a formal presentation of the student's professional portfolio. Prerequisite: Senior standing. (F)

**495 Independent Study in Communication (1-2 hours)**

Repeatable with topics changing.

**498 Senior Capstone (3 hours)**

Designed to prepare the communication student to enter the post-college world in the communication field, this course summarizes communication trends, research techniques, discipline-oriented writing and presentation skills, including an emphasis on application to team-based projects. Prerequisite: Must meet the current departmental cut score(s) on the current standardized general education test(s) (contact the department office for specific information), and have the permission of the department chair in order to enroll. (F)

**499 Senior Seminar (1 hour)**

Designed to prepare the speech communication student to enter the post-college world of advanced study of the communication field, this course summarizes communication trends, research techniques, discipline-oriented writing skills and presentation skills. This course includes a formal presentation of the student's professional portfolio. Prerequisite: Must meet the current departmental cut score(s) on the current standardized general education test(s) (contact the department office for specific information), and have the permission of the department chair in order to enroll. (F, S)

**500 Special Offerings (1-4 hours)**

Courses offered on only one occasion or variable issue-oriented courses which have the content described in the title. Credit and prerequisites as announced. Repeatable with topics changing.

**537 Independent Study in Speech (1-2 hours)**

Repeatable with topics changing.

**538 Independent Study in Speech Education (1-2 hours)**

Repeatable with topics changing.

**539 Independent Study in Speech Media (1-2 hours)**

Repeatable with topics changing.

**553 Language, Speech, and Hearing of the Exceptional Child and Adult (3 hours)**

A study for the special education teacher in the identification and referral of exceptional individuals with communication disorders. Topics include the development, characteristics and disorders of language, speech and hearing in the exceptional individual. Focus is on establishing interactions that are supportive of communicatively handicapped individuals in special education programs. (F, SS)

**566 Special Topics in Speech Science (1-4 hours)**

Repeatable with topics changing.

**567 Special Topics in Contemporary Issues (1-4 hours)**

Repeatable with topics changing.

**568 Special Topics in Rhetoric (1-4 hours)**

Repeatable with topics changing.

**581 Philosophical Bases of Speech Education (3 hours)**

An examination of the historical and philosophical bases for teaching speech in the secondary school.

**Mass Communication / 20****110 Fundamentals of Electronic Media Production (3 hours)**

This course will acquaint the student with techniques and equipment to produce audio and video content, as well as web pages. Convergence, distribution methods and standard industry practices are also covered. (F, S)

**111 Introduction to Broadcast Operations (3 hours)**

An introduction to the operation of radio and television equipment for professional broadcast situations. Includes control room procedures as well as a study of FCC rules and regulations. (F, S)

**120 Introduction to Mass Media (3 hours)**

Overview of the history of the media, social responsibilities of the journalist and issues facing the media today. (F)

**130 Professional Media Writing (3 hours)**

The course will prepare students for media writing, with special emphasis on AP style, news judgment and a thorough review of grammar. (F, S)

**150 Journalism Practicum (Yearbook) (1 hour)**

Laboratory practice working on the *Tower* student yearbook. This course is repeatable for a new, advanced or expanded experience. (F, S)

**151 Journalism Practicum (Newspaper) (1 hour)**

Laboratory practice working on the *Northwest Missourian* student newspaper. This course is repeatable for a new, advanced or expanded experience. (F, S)

**215 Practicum in Radio (1 hour)**

Practical experience on the staff of campus station KZLX-LP. Additionally, there are six areas of work: underwriting, production, promotions, sports, news and music. This course is repeatable for a new, advanced or expanded experience. Prerequisites: MCOM 20-111. (F, S)

**216 Practicum in Television (1 hour)**

Practical experience on the staff of campus station KNWT-TV. The areas of work include the use of television equipment and preparation of programs. The course is repeatable for a new, advanced or expanded experience. Prerequisite: MCOM 20-111. (F, S)

**220 Media Literacy (3 hours)**

This course will concentrate on media content and emphasize critical analysis and the ability to look at many sides of a topic that concerns the globally-aware citizen. Media Literacy will analyze information, values, technology and the underlying messages conveyed via mass media. The course examines the accuracy of messages and explores how media shapes views of politics, culture and society. (F, S)

**221 Ethnographic Film Study (3 hours)**

A study of international cinema from a multicultural standpoint. The course will focus on some predominant themes common to many world cultures, themes such as war, liberation, immigration and racism. (F, S)

**224 Introduction to Audio (3 hours)**

A study of the basic theoretical and practical elements in audio production. Performance, equipment, program productions and editing are covered. Lecture and laboratory. Prerequisite: MCOM 20-111 or consent of the instructor. (F)

**225 Video Production (3 hours)**

Basic theory and practice in television production. Lighting, video cameras, picture aesthetics, television audio and post-production, including non-linear editing, are covered. Prerequisite: MCOM 20-111 or consent of the instructor. (S)

**227 Reporting (3 hours)**

Comprehensive preparation in identifying, gathering, structuring and styling news. Prerequisite: MCOM 20-130. (F)

**230 Introduction to Media Advertising (3 hours)**

This introductory course will examine the foundations, concepts, strategies and operations of the advertising industry. This course will examine the real world of advertising and present the breadth as well as depth of the field. (F, S)

**243 Media Design (3 hours)**

Study of newspapers, magazines and corporate publications with a concentration on production and design using computers. (F, S)

**300 Special Offerings (1-4 hours)**

Courses which are offered on only one occasion or variable issue-oriented courses which have the content described in the title. Credit and prerequisites as announced. This course is repeatable for a new, advanced or expanded experience.

**302 Special Topics (1-3 hours)**

Courses will be occasionally offered on a one-time or issue-oriented basis. Credit and prerequisites as announced. See individual semester course offerings for details. Course can be repeated for a new, advanced or expanded experience for a total of up to 9 semester hours.

**303 Introduction to Web Publishing (3 hours)**

An introduction to the concepts and strategies of using the Internet to communicate to an audience. Students will analyze different types of web sites and why they are built, and examine common site features and good site design and content practices. (F, S)

**313 Principles of Broadcast Advertising (3 hours)**

A study of the techniques of selling, developing and maintaining sales accounts for broadcast stations. Also covers the psychology, ethics and criticism of broadcast advertising as well as practice in writing and research for commercial production. (F, S)

**314 Communication Law and Ethics (3 hours)**

A study of the legal aspects of the mass media, particularly libel, obscenity, prior restraint, licensing, privacy, copyright, FCC regulations and First Amendment issues. Also, the course will include examination of media ethics and responsibility. Prerequisite: Advanced standing. (F, S)

**315 Broadcast Journalism (3 hours)**

A study of journalism in the electronic media and the writing style for broadcast news. The use of audio and video in reporting the news is also studied. Prerequisite: MCOM 20-120, 130 and 227. (F)

**320 Theories of Mass Communication (3 hours)**

Comprehensive examination of historical and contemporary theories of mass communication and the development of mass communication research. Prerequisite: Advanced standing. (F, S)

**322 Advanced Practicum in Radio (2 hours)**

Advanced experience including leadership positions on the staff of campus station KZLX-LP. This course is repeatable for a new, advanced or expanded experience. Prerequisites: Advanced standing and MCOM 20-215. (F, S)

**326 Advanced Practicum in Television (2 hours)**

Advanced experience on the staff of campus station KNWT-TV. The work includes advanced production, directing and/or management. This course is repeatable for a new, advanced or expanded experience. Prerequisites: Advanced standing and MCOM 20-216 and 225. (F, S)

**327 Advanced Reporting (3 hours)**

Theory and practice of reporting for a variety of media. Students will develop important skills in interviewing, computer-assisted reporting and in covering special beats. Students will continue to develop their ability to correctly use Associated Press broadcast and print style. Students will produce content for newspaper, television and online coverage. Prerequisites: MCOM 20-227 and 315. (S)

**329 Audio Technology and Recording (3 hours)**

An examination of audio technology and recording techniques as they apply to studio production. Students will explore the theory of audio technology from the past to the present through studio and live multi-track recording, editing, and mixing sessions. Lecture and laboratory. Prerequisite: MCOM 20-224. (S)

**330 Advanced Video Production (3 hours)**

Advanced study and development of television production skills. Specific areas of study include electronic field production, post production, lighting and set design. Prerequisites: Advanced standing and MCOM 20-225. (F, alt. years)

**333 Social Media Strategies (3 hours)**

Social Media Strategies is the study and application of social media tools and theories as they apply to development of a social media strategy as employed by media and/or creative organizations. Prerequisite: Advanced standing. (F, S)

**334 Multimedia Production (3 hours)**

This course will examine the types, processes and applications of multimedia content. Emphasis will be on the production of interactive presentations. Prerequisites: MCOM 20-243 and 303. (F, S)

**343 Advanced Media Design (3 hours)**

Study of advanced design techniques and principles used for print and multimedia design. Various software packages, design trends and readability issues will be examined. Prerequisite: MCOM 20-243. (F)

**345 Sports Broadcasting (3 hours)**

Sports Broadcasting will apply the student's current multimedia journalism skills and experience to the specialized field of sports coverage. The student will explore the history of broadcast sports coverage as well as the direction in which the field is headed. He or she will critically review journalistic ethics as they apply to sports coverage. The student will use interviewing, writing, audio and video as storytelling tools. The student will also develop basic skills associated with sports play-by-play. Prerequisite: MCOM 20-315. (S)

**350 Advanced Journalism Practicum (Yearbook) (2 hours)**

Advanced laboratory practice working on the *Tower* student yearbook. This course is repeatable for a new, advanced or expanded experience. Prerequisites: Advanced standing and MCOM 20-150. (F, S)

**351 Advanced Journalism Practicum (Newspaper) (2 hours)**

Advanced laboratory practice working on the *Northwest Missourian* student newspaper. This course is repeatable for a new, advanced or expanded experience. Prerequisites: Advanced standing and MCOM 20-151. (F, S)

**352 Copy Editing (3 hours)**

Theory and practice of news processing, i.e. copy editing, coaching, grammar and news structure. Prerequisite: MCOM 20-227. (SS)

**353 Principles of Print Advertising (3 hours)**

Emphasis on writing, designing and producing advertisements for newspapers and magazines, including study and application of current advertising techniques. Prerequisites: Advanced standing and MCOM 20-243. (F)

**354 Online Magazine Practicum (1 hour)**

This practicum offers students an opportunity to work in the areas of feature writing, magazine design, feature/documentary photography, circulation, advertising, sales and marketing. This course is repeatable for a new, advanced or expanded experience. Prerequisite: Advanced standing. (F, S)

**355 Photojournalism (3 hours)**

This is an introductory course in visual journalistic communication that will help students develop the photographic skills needed to become successful at producing images and recognizing what makes a good photograph in terms of content, composition and technical quality. Instruction will progress from basic camera operation and the news "one shot" to more comprehensive visual storytelling that may incorporate video or other multimedia components. (S)

**356 Sports Photography (3 hours)**

This course will concentrate heavily on covering sports events here on campus and also in the area. Various sports will first be examined and example photos will be viewed in class. Students will then be expected to photograph and file photos under realistic deadline situations. Students will also be introduced to web-based multimedia production methods for the sports website. Prerequisite: Advanced standing. (F)

**357 Opinion Writing (3 hours)**

Opinion Writing emphasizes writing and critical thinking in the development of institutional and personal editorials and columns for newspapers

and other print media. The mission, obligation and history of opinion writing and the editorial page will be covered, along with correct and effective use of the English language to produce persuasive, argumentative, explanatory and informational editorials. Current issues will serve as springboards for comment. Prerequisite: MCOM 20-227. (S)

### **358 Feature Writing (3 hours)**

Writing and revising articles for magazines, writing queries, personality sketches and educational features. Prerequisite: Advanced standing. (S)

### **359 Sports Reporting (3 hours)**

Comprehensive preparation in identifying, gathering, structuring and styling sports news in a variety of formats. Prerequisite: MCOM 20-227. (S)

### **400 Special Offerings (1-3 hours)**

Courses which are offered on only one occasion or variable issue-oriented courses which have the content described in the title. Credit and prerequisites as announced. This course is repeatable for a new, advanced or expanded experience.

### **406 Advanced Audio–Music (3 hours)**

An advanced study of the theories and techniques used in the production of music. Students engage in recording, editing and production of advanced multi-track sessions for music. Topics include the theories of overdubbing, natural sound environments, audio cues and spatial relationship of various sound sources. Lecture and laboratory. Prerequisite: MCOM 20-329. (F, alt. years)

### **407 Advanced Audio–Post (3 hours)**

An advanced study of the theories and techniques used in the production of sound for post-production. Students engage in the recording, editing, and productions of advanced multi-track sessions for video and motion picture. Topics include the theories of overdubbing, ADR, Foley, natural sound environments, audio cues, and spatial relationship of various sound sources. Lecture and laboratory. Prerequisite: MCOM 20-329. (F, alt. years)

### **409 Media Business and Entrepreneurship (3 hours)**

An examination of the organization, operation and policies of both media organizations and independent media content producers. Students will focus on content evaluation; planning and budgeting; government regulation; and legal, ethical and censorship concerns from the perspective of the media manager/entrepreneur. Prerequisite: Advanced standing. (F)

### **412 Comparative Mass Media Systems (3 hours)**

A study of foreign and international mass media systems in terms of structure, financing and content. Topics include the impact of political and cultural institutions on shaping media systems, international telecommunications organizations and mass media and developing nations. Prerequisite: Advanced standing. (F, alt. years)

### **416 Senior Seminar (1 hour)**

Designed to be the capstone experience for broadcasting and journalism majors, this course examines media trends and practices and further prepares students for advanced study in the media field. Emphasis will be placed on portfolio/tape development and research, writing and presentation skills. Prerequisites: Advanced standing and senior status. (F, S)

### **417 Television Directing (3 hours)**

Practice in the planning, casting, rehearsing and production of a television program from the perspective of a television director. Attention will be given to advanced production techniques as well as to the aesthetic and persuasive capabilities of the medium. Prerequisites: Advanced standing and MCOM 20-330. (S, alt. years)

### **429 Advanced Problems in Broadcasting–Independent Study (1-3 hours)**

Research in an area of broadcasting which is of particular interest to the advanced student capable of individual, directed study. Independent studies must be approved by a faculty supervisory committee. This course is repeatable for a new, advanced or expanded experience. Prerequisites: Advanced standing and consent of instructor. (F, S, SS)

### **430 Advanced Advertising Strategies (3 hours)**

A capstone course which will apply advertising principles to an actual advertising campaign. Students will form an advertising agency to create a complete advertising campaign, including situational analysis, segment identification, campaign objectives and strategies, budgeting, and creative strategies. Campaign collateral, including print, broadcast and Internet advertisements will be developed by the students and presented to the client. Prerequisites: Senior status; MCOM 20-230, 243; and two of the following: MCOM 20-303, 313, 343, 353; MKTG 55-330. (F, S)

**450 Mass Communication Study Abroad (1-6 hours)**

Courses taken in a foreign country, which complement Mass Communication studies. The number of hours assigned is contingent upon course rigor, and will be determined by the student's advisor and department chair. Course can be repeated for a new, advanced or expanded experience for a total of up to 6 hours. (F, S, SS)

**452 Internship (1-3 hours)**

Individual mass communication interests of the student are addressed through practical application through a media outlet appropriate for the student's area of concentration. Advisement required. This course is repeatable if the internship is with a different company or a different position within the previous company. Prerequisite: Advanced standing. (F, S, SS)

**459 Independent Study in Journalism (1-3 hours)**

Research in the area of journalism which is of particular interest to the advanced student capable of individual, directed study. Independent studies must be approved by a faculty supervisory committee; forms are available in the office manager's office. This course is repeatable for a new, advanced or expanded experience. Prerequisites: Advanced standing and consent of instructor. (F, S, SS)

**484 Digital Cinematography (3 hours)**

An in-depth study of the finer points of cinematography. Camera functions, lenses, advanced lighting techniques, contrast principles, advanced picture composition, camera movement and cinematography techniques and philosophies are covered. Prerequisite: MCOM 20-330 or 417. (S, alt. years)

**490 Sound Design and Aesthetics (3 hours)**

The culminating course in audio production, Sound Design and Aesthetics examines audio aesthetics and final stages of audio production through practical experience. Students take on the role of a producer and demonstrate their mastery of recording theories and practices. Topics include advanced mixing, mastering, multi-channel sound design, audio aesthetics and experimental sound. Prerequisite: MCOM 20-406 or 407. (S)

**499 Field Experience in Mass Media (6-12 hours)**

This course will offer an opportunity to gain practical experience in the field of mass media. The experience should include a minimum of 300 hours of hands-on supervised practical experience over a 12-16 week period. The experience will be directed and supervised by an approved mass communication professional as well as a department supervisor. Field experiences must be approved by a faculty supervisory committee; forms are available in the office manager's office. This course is repeatable for a new, advanced or expanded experience. Prerequisite: Department consent. (F, S, SS)

**500 Special Offerings (1-4 hours)**

Courses which are offered on only one occasion or variable issue-oriented courses which have the content described in the title. Credit and prerequisites as announced. This course is repeatable for a new, advanced or expanded experience.