

Professional Communication

Professional Communication Department Mission

Professional Communication at Minot State provides a variety of rhetorical situations to empower students to think critically and communicate effectively across mediums. Coursework emphasizes audience awareness from the individual level to the masses.

Professional Communication Department Goals and Outcomes

Student Learning Goals	Student Learning Outcomes
Students will demonstrate knowledge of industry standards in relation to journalism, production, communication, and/or public relations.	1. Students will recognize elements and concepts of communication theory in rhetorical situations.
	2. Students will recall and discuss the history, growth, and current efforts by professional communicators.
	3. Students will evaluate the legal and ethical situations professional communicators face.
	4. Students will identify and critique qualities of ethical and accurate journalism in print.
	5. Students will demonstrate competency in news production for television and print.
	6. Ability to develop skills and attitudes which promote free inquiry, critical listening, receptiveness toward divergent viewpoints, and willingness to support unpopular ideas.
Students will analyze ethical standards of communication and apply those standards across rhetorical situations.	1. Students will present a portfolio of their work at the end of their academic career.
	2. Students will utilize ethical and professional news gathering and writing practices to produce news for television and print.
	3. Students will demonstrate ethical electronic news gathering practices to produce television and radio news content.
Students will apply advanced critical thinking, writing, and speaking skills.	1. Students will employ critical thinking skills as they research, organize, and present a variety of advanced speeches.
	2. Students will apply critical listening and thinking skills and provide constructive criticism to classmates during advanced speech presentations.
	3. Students will present their portfolio to faculty and peers at the end of their academic careers to demonstrate their public speaking abilities.
	4. Students will compose and evaluate promotional materials using industry-based knowledge and standards.
	5. Students will recognize industry standards in vocal delivery for various broadcast tasks.
Students will investigate and comprehend the function of media in society.	1. Students will analyze an element of media for critique and argue its role in society.
	2. Students will question the validity of persuasive messages used in media.
	3. Students will analyze complex legal issues for communication and media professionals.
Students will produce professional quality work for local, regional, and national audiences, conferences, and competitions.	1. Students will submit professional quality work from KMSU and Red & Green for regional competitions.
	2. Students will host a live auction for KMSU broadcast to a regional, national, and international audience.
	3. Students will interact with business leaders to acquire donations for a live auction.
	4. Students will work to reach a donation goal through a live auction fundraiser. Assessment will be gauged on dollar amount raised compared to students' goal.

The goals established by the ATA/SCA govern a basic approach to teaching speech, theatre, and broadcasting and depend on the basic principles of our theme—select, arrange, and perform.

Communication Arts/Professional Communication majors are required to attend all student and faculty recitals, attend all mainstage productions, and participate in the faculty-student evaluation sessions designated by the faculty. Communication Arts/Professional Communication majors are required to complete COMM 492 Senior Portfolio.

Student Learning Goals	Student Learning Outcomes
Students will demonstrate knowledge of industry standards in relation to journalism, production, communication, and/or public relations.	<ol style="list-style-type: none"> 1. Students will recognize elements and concepts of communication theory in rhetorical situations. 2. Students will recall and discuss the history, growth, and current efforts by professional communicators. 3. Students will evaluate the legal and ethical situations professional communicators face. 4. Students will identify and critique qualities of ethical and accurate journalism in print. 5. Students will demonstrate competency in news production for television and print. 6. Ability to develop skills and attitudes which promote free inquiry, critical listening, receptiveness toward divergent viewpoints, and willingness to support unpopular ideas.
Students will analyze ethical standards of communication and apply those standards across rhetorical situations.	<ol style="list-style-type: none"> 1. Students will present a portfolio of their work at the end of their academic career. 2. Students will utilize ethical and professional news gathering and writing practices to produce news for television and print. 3. Students will demonstrate ethical electronic news gathering practices to produce television and radio news content.
Students will apply advanced critical thinking, writing, and speaking skills.	<ol style="list-style-type: none"> 1. Students will employ critical thinking skills as they research, organize and present a variety of advanced speeches. 2. Students will apply critical listening and thinking skills and provide constructive criticism to classmates during advanced speech presentations. 3. Students will present their portfolio to faculty and peers at the end of their academic careers to demonstrate their public speaking abilities. 4. Students will compose and evaluate promotional materials using industry-based knowledge and standards. 5. Students will recognize industry-standards in vocal delivery for various broadcast tasks.
Students will investigate and comprehend the function of media in society.	<ol style="list-style-type: none"> 1. Students will analyze an element of media for critique and argue its role in society. 2. Students will question the validity of persuasive messages used in media. 3. Students will analyze complex legal issues for communication and media professionals.
Students will produce professional-quality work for local, regional, and national audiences, conferences, and competitions.	<ol style="list-style-type: none"> 1. Students will submit professional-quality work from KMSU and Red & Green for regional competitions. 2. Students will host a live auction for KMSU broadcast to a regional, national, and international audience. 3. Students will interact with business-leaders to acquire donations for a live auction. 4. Students will work to reach a donation goal through a live auction fundraiser. <p>Assessment will be gauged on dollar amount raised compared to students' goal.</p>

Bachelor of Arts with a Major in Professional Communication

The Media Service Concentration is Required of all BA in Professional Communication majors.

General Education

General Education Courses 38-40

Required Core

COMM 100	Recitals	.5
100 Required Every Semester		
COMM 120	Introduction to Broadcasting	3
COMM 210	Advanced Public Speaking	3
COMM 218	Public Relations Principles	3
COMM 219	Mass Media and Society	3
COMM 225	Audio Production I	3
COMM 244	Reporting and Feature Writing	3
COMM 354	Special Events Planning	3
COMM 360	Video Production I	3

COMM 412	Communication Law and Ethics	3
COMM 492	Senior Portfolio	1-3
Options:		
Select one of the following options:		15
Sports Communication Option		
COMM 325	Campaigns and Strategies	
COMM 328	Play-by-Play Communication	
COMM 329	Sports Television Production	
COMM 362	Broadcast News Gathering	
Select one of the following:		
COMM 220	Broadcast Advertising and Applications	
COMM 322	Media Sales and Analysis	
Social Media Option		
ART 112	Print, Web, and Social Media Graphics	
COMM 221	PR and Media Writing	
COMM 224	Social Media, Writing, and Design	
COMM 310	Social Media Strategy and Measurement	
COMM 460	Advanced TV and Social Media Production	
Public Relations Option		
COMM 220	Broadcast Advertising and Applications	
COMM 221	PR and Media Writing	
COMM 324	Community Relations	
COMM 325	Campaigns and Strategies	
COMM 425	Crisis Communication	
Journalism Option		
ART 112	Print, Web, and Social Media Graphics	
COMM 224	Social Media, Writing, and Design	
COMM 315	Persuasion and Argumentation	
COMM 344	Investigative Reporting	
Select one of the following:		
ART 180	Digital Photography	
ART 213	Graphic Design I	
ART 280		
COMM 361	Broadcast News Writing	
Production Option		
COMM 326	Media Announcing	
COMM 361	Broadcast News Writing	
COMM 362	Broadcast News Gathering	
COMM 460	Advanced TV and Social Media Production	
Select one of the following:		
COMM 212	Interpersonal Communication	
COMM 220	Broadcast Advertising and Applications	
COMM 322	Media Sales and Analysis	
COMM 344	Investigative Reporting	
THEA 161	Acting I	
Communication Option		
COMM 212	Interpersonal Communication	
COMM 315	Persuasion and Argumentation	
COMM 316	Group Dynamics	
COMM 413	Gender Communication	
COMM 425	Crisis Communication	

Communication Minor (Non-Major)

COMM 210	Advanced Public Speaking	3
COMM 212	Interpersonal Communication	3
COMM 315	Persuasion and Argumentation	3
COMM 316	Group Dynamics	3
COMM 324	Community Relations	3
COMM 413	Gender Communication	3
COMM 425	Crisis Communication	3
COMM 218	Public Relations Principles	3
or COMM 219	Mass Media and Society	

Total Hours **24**

Broadcasting Concentration

COMM 120	Introduction to Broadcasting	3
COMM 225	Audio Production I	3
COMM 360	Video Production I	3
COMM 285	Broadcasting and Professional Communication Activities	2
COMM 281	Reporting and Editing	1

Total Hours **12**

Journalism Concentration

COMM 244	Reporting and Feature Writing	3
COMM 224	Social Media, Writing, and Design	3
COMM 344	Investigative Reporting	3
Complete 3 credits of the following:		3
COMM 281	Reporting and Editing	
COMM 285	Broadcasting and Professional Communication Activities	

Total Hours **12**

Public Relations Concentration

COMM 218	Public Relations Principles	3
COMM 221	PR and Media Writing	3
COMM 325	Campaigns and Strategies	3
Select three credits of the following:		3
COMM 219	Mass Media and Society	
COMM 220	Broadcast Advertising and Applications	
COMM 425	Crisis Communication	
COMM 281	Reporting and Editing	
COMM 285	Broadcasting and Professional Communication Activities	

Total Hours **12**

Media Service Concentration

This Concentration is required of all Broadcasting Majors

Elect 6 Credits from the following 6

COMM 475	Broadcast Production	
COMM 497	Broadcast Practicum	

Elect 6 credits from the following 6

COMM 281	Reporting and Editing	
COMM 285	Broadcasting and Professional Communication Activities	

Required

COMM 454	Advanced Special Events Planning	3
Total Hours		15

Social Media Concentration

COMM 224	Social Media, Writing, and Design	3
COMM 310	Social Media Strategy and Measurement	3
COMM 460	Advanced TV and Social Media Production	3
ART 112	Print, Web, and Social Media Graphics	3
Complete 3 credits of the following:		3
COMM 281	Reporting and Editing	
COMM 285	Broadcasting and Professional Communication Activities	
Total Hours		15

Sportscasting Concentration

COMM 326	Media Announcing	3
COMM 328	Play-by-Play Communication	3
COMM 329	Sports Television Production	3
COMM 285	Broadcasting and Professional Communication Activities	2
Complete 2 credits of the following:		2
COMM 497	Broadcast Practicum	
Total Hours		13

Communication Arts (Speech) Concentration

Select from the following		12
COMM 210	Advanced Public Speaking	
COMM 212	Interpersonal Communication	
COMM 315	Persuasion and Argumentation	
COMM 316	Group Dynamics	
COMM 413	Gender Communication	
Total Hours		12