

FALL 2016 New, Topics, and Experimental Course Descriptions

CHIN 294 Social Media & Contemporary Life in China

3 credit hours

No Facebook, no Google, no Twitter, no YouTube-yet, China has the world's largest online population-soon to reach 800 million-as well as the world's most active users of social media, with a wide variety of home-grown social media platforms. Some of China's social media networks have features and functions more advanced than those in the popular social media networks in the West. This massive and extremely vibrant social media market in China has attracted increasing interest among global businesses and marketers. But, how social media functions in China and why social networks are so popular has remained largely a mystery for the rest of the world. Understanding social media is essential to understanding contemporary Chinese people, and for international businesses to benefit from the Chinese Internet market.

COMM 380 Communication Consulting

3 credit hours

Communication is the glue that holds consulting engagements, teams, and relationships together. This course provides an introduction to the art and methods of consulting applied to communication problems in organizational settings. Students interested in a consulting career will acquire skills which include personal branding, asking high-value, incisive questions and building strong, long-term client relationships. Communication consulting involves writing of communication media, but it and includes such diverse elements as meeting design and facilitation, strategic messaging, large-scale communication event planning and execution, and presentation coaching. The course emphasizes the link between communication theory and research to organizational practice.

ENTR 101 Entrepreneurial Mindset

3 credit hours

This course facilitates your learning on how to think like an entrepreneur. An entrepreneur is a person that recognizes problems that others may miss, and transforms those problems into opportunities utilizing his/her creative problem solving skills. Regardless of your academic area of study, through experiential exercises, you will begin to learn how to develop ideas and put them into action. You will also be able to better tolerate ambiguity and regard your mistakes and failures as learning opportunities.

LEAD 220 Principles of Organizational Social Responsibility

3 credit hours

This course focuses on examining how organizational decision making and activities impact society, the environment, and the organizations' own prosperity. Organizations are increasingly called to develop responsible, sustainable, and transparent approaches to accomplishing organizational goals. Globalization and heightened stakeholder expectations create a need to balance the accomplishment of organizational goals with an ethical commitment to and knowledge of the communities impacted. Students will be introduced to the environmental, ethical, legal, and cultural factors that contribute to sustainable economic and social development. The evolution of social responsibility movements, as well as current theories, models, and metrics used to assess the quality of social responsibility initiatives will be explored.

MASS 194 Media Production I**3 credit hours**

This laboratory course provides introductory experiences in audio and video production. The hands-on experiences explore television/radio studio/field equipment operation/function, video editing, audio editing, directing, producing, and the effects of media on viewers. Students will also learn basic skills necessary for idea refinement to write properly formatted scripts and produce aesthetically appropriate live programs, special video and audio features, public service announcements, and commercials.

MASS 194 Multimedia Foundations**3 credit hours**

This foundational course for media studies teaches the essential equipment, hardware and software used in multimedia production and digital storytelling. Students will learn text, audio, video, photo, graphics, animation and distribution tools, and related professional practices.

PHED 128 Hatha Yoga II**1 credit hour**

This course will continue and build on the twelve poses mastered in Hatha Yoga I. HYII will expand the student's physical abilities, mental awareness, and understanding of hatha yoga as a form of exercise and a tool for relaxation and stress management. Props such as blankets, blocks, and straps may be used to remediate the poses initially, but HYII students are strongly encouraged to practice yoga poses frequently outside of class time to increase mastery. Students are also encouraged to engage in other structured fitness activities outside of class. Not open to students who completed the course when offered as an experimental course PHED 194.

Prerequisite: Physical Education 127

THEA 210 Backstage Experience**3 credit hours**

Students are introduced to the fundamental principles of theatre design and the artistic operation of theatre through lectures, hands-on participation, class discussions, sketchbook, journal of design observations, critical reviews of realized productions, text analysis, and weekly presentations. Throughout the semester students perform design assignments that are then presented and critiqued by both students and faculty in class. The course culminates in two ways: a collaborative project in which students create a design for a designated play text with conceptual rationale presented before the class; a production assignment in which students participate as a member of the tech/design/run crew, afterwards reflecting on and evaluating the experience. Not open to students who completed the course when offered as an experimental course THEA 194.