

COMM & MEDIA STUDIES (CMS)

CMS 110 BASIC NEWSWRITING	3 Credit Hours
Introduces tomorrow's journalists to the fundamentals of covering and writing news. (3 lecture)	
CMS 112 INTRO DIGITAL STUDIO PROD	5 Credit Hours
This course explores fundamental concepts and methods of studio production. It provides an overview to media editing software and equipment in a professional setting. Students explore concepts and techniques used in the digital media production industry. (3 lecture, 4 lab)	
CMS 114 INTRO DIGITAL MEDIA PROCESSING	3 Credit Hours
This course will explore the fundamental concepts and methods of digital media processing. Students will learn best practices in the field of sound, video and visual media production. (2 lecture, 2 lab)	
Prerequisite(s): CMS 112	
CMS 117 INTRO TO SOCIAL MEDIA MGMT	3 Credit Hours
The ever changing social media atmosphere and the mass amount of social media outlets available to businesses will be emphasized. The history, development and current structure of social media are all covered via case study. (3 lecture)	
CMS 211 EMERGING TRENDS DIGITAL PROD	2 Credit Hours
This course will explore emerging trends in the field of audio, video and visual media production along with their applications in real-world industry settings. (1 lecture, 2 lab)	
Prerequisite(s): CMS 114	
CMS 212 DIGITAL STUDIO PRODUCTION 2	4 Credit Hours
This course is a continuation of CMS 112. It provides in-depth applications for media editing software and equipment in a professional studio setting. Students explore concepts and techniques utilized in the digital media production industry. (2 lecture, 4 lab)	
Prerequisite(s): CMS 112 and CMS 114	
CMS 214 DIGITAL MEDIA PROCESSING 2	4 Credit Hours
This course is a continuation of CMS 114 and will explore advanced concepts and methods of digital media processing. Students will learn best practices in the field of sound, video and visual media production software. (2 lecture, 4 lab)	
Prerequisite(s): CMS 114	
CMS 215 MEDIA WRITING	3 Credit Hours
Students are trained to utilize professional media writing techniques. The student journalists will be responsible for the content of the WVUP Chronicle, an accompanying website, Facebook page and Twitter page. (3 lecture)	
Prerequisite(s): CMS 110	
CMS 217 ADVANCED SOCIAL MEDIA MGMT	3 Credit Hours
Course will prepare students to analyze social media landscapes and to properly utilize social media as a sourcing tool for potential jobs and self-employment. This course will outline proper procedures for social media usage. (3 lecture)	
Prerequisite(s): JOUR 117 or CMS 117	
CMS 218 NEWS REPORTING	3 Credit Hours
Continuation of media writing where students enhance their utilization of professional media writing techniques. The communication and media studies students in this class will be responsible for the content of the digital WVUP Chronicle and any accompanying social media. (3 lecture)	
Prerequisite(s): CMS 110	
CMS 219 FUND OF BROADCAST PRODUCTION	3 Credit Hours
An introduction to broadcast production, focusing on development, function and artistry. It includes studio practices, procedures and demonstrations as related to broadcast applications. Hands-on production experience reinforces theoretical material. (3 lecture)	
CMS 220 PHOTOGRAPHY	3 Credit Hours
Cameras, composition, film processing, enlarging, lighting, finishing; news photography; picture editing. (Student must provide own camera). (3 lecture)	
CMS 221 BROADCAST ANNOUNCING	3 Credit Hours
This course is designed to give the student a broad overview of broadcast announcing procedures in a number of different broadcast situations. The student will also practice delivery of a wide range of broadcast copy. (3 lecture)	
CMS 223 BROADCAST PROGRAMMING	3 Credit Hours
A study and practical use of broadcast equipment, announcing techniques, programming concepts, functions of a disc jockey, and researching, writing and producing a newscast. (3 lecture)	
CMS 225 MEDIA DESIGN I	1 Credit Hour
An introduction to the design of newspapers, magazines and internet publications. (1 lab)	
CMS 226 MEDIA DESIGN II	1 Credit Hour
A continuation of the design of newspapers, magazines and internet publications. (1 lecture)	
Prerequisite(s): CMS 225 or JOUR 225	

CMS 230 FUND OF STRATEGIC COMM	3 Credit Hours
Course introduces students to the basics of target audiences, messages, special events and how they all fit into a cohesive program as part of the promotional mix of an organization. (3 lecture)	
CMS 235 FUNDAMENTALS VIDEO PRODUCTION	3 Credit Hours
Teaches broadcast students digital video and audio techniques for productions, including field reports, newscasts and studio-based programs. (3 lecture)	
CMS 239 BROADCAST NEWS WRITING	3 Credit Hours
This course will enable you as developing journalists to acquire the necessary critical thinking skills you will need to best convey broadcast messages to diverse audiences. (3 lecture)	
CMS 240 MULTIMEDIA REPORTING	3 Credit Hours
To build upon the fundamentals of gathering, organizing, evaluating and writing objective reports/broadcasts, and to provide students with an understanding of what a career in the age of digital journalism entails. (3 lecture)	
Prerequisite(s): CMS 110	
CMS 244 MULTIFORMAT DIGITAL MEDIA APPS	4 Credit Hours
This capstone course allows students to apply best practices and techniques learned during the digital media production program to create engaging and entertaining content in multiple formats for the ever-changing digital media industry. (1 lecture, 6 lab)	
Prerequisite(s): CMS 114 and CMS 212 and CMS 214	
CMS 293 COOPERATIVE WORK EXPERIENCE	1-9 Credit Hours
(1-9 lecture)	
CMS 297 SPECIAL TOPICS	1-3 Credit Hours
(1-3 lecture)	
CMS 299 INDEPENDENT STUDY	1-3 Credit Hours
(1-3 lecture)	
CMS 317 SOCIAL MEDIA CAMPAIGNS	3 Credit Hours
Social media campaigns engages students in actual social media by conducting original research, constructing a campaign plan, producing original materials for the campaign and tracking the campaign's success. (3 lecture)	
Prerequisite(s): CMS 217	
CMS 329 SPORTS NEWS WRITING	3 Credit Hours
Take me out to the ballgame, but make sure I have a pencil and paper in hand. This course teaches broadcasters how to analyze and write content for covering sports events. (3 lecture)	
CMS 339 REPORTING PUBLIC AFFAIRS	3 Credit Hours
Introduction to public affairs reporting, including coverage of local government, public schools, courts, crime and social services. Students cover anything from town government and school board meetings to trials and the police beat. (3 lecture)	
CMS 349 SPORTS REPORTING	3 Credit Hours
Play ball - no just tell how it is played - in this course that demonstrates sports reporting, including trends and philosophies of sports writing, writing for varying styles of sports, interviewing, features, columns and legal aspects of sports reporting. (3 lecture)	
CMS 359 BROADCAST REPORTING	3 Credit Hours
Broadcast presents a unique partnership between the reporter and the listener or viewer - as you describe the scene, the listener must imagine it. Writing for broadcast must be crisp, clear, concise and evocative all at the same time. (3 lecture)	
CMS 360 DIGITAL IMAGING	3 Credit Hours
Methodologies and techniques for using both traditional photography and the computer in creating and manipulating digital imagery. Students will explore a variety of creative techniques for producing, editing and altering images using computers, software and digital tools. Emphasis will be on using Photoshop as a tool in the process of image creation, manipulation and enhancement for visual expression and communication. (3 lecture)	
CMS 393 COOPERATIVE WORK EXPERIENCE	1-12 Credit Hours
(1-12 lecture)	
CMS 397 SPECIAL TOPICS	1-3 Credit Hours
(1-3 lecture)	
CMS 399 INDEPENDENT STUDY	1-3 Credit Hours
(1-3 lecture)	
CMS 410 GRAPHIC DESIGN	3 Credit Hours
Creative and practical aspects of typography, layout and design; preparation of comprehensive and camera-ready layouts with use of desktop publishing. (3 lecture)	

CMS 419 ADV BROADCAST PRODUCTION**3 Credit Hours**

Students learn the theory and techniques of sophisticated broadcast production, including analog and digital multitrack recording, mixing, signal processing, live remote recording, digital editing, creative sound production and sound design. (3 lecture)

Prerequisite(s): JOUR 219 or CMS 219

CMS 425 VIDEO PRODUCTION**3 Credit Hours**

Video production, also known as videography, is the process of capturing video by capturing moving images and creating combinations of parts of the video in live production and post production. (3 lecture)

Prerequisite(s): CMS 235 or JOUR 235

CMS 428 MEDIA ETHICS AND LAW**3 Credit Hours**

How ethics and law work together to help create and maintain the media environment. Examines ethical paradigms within a legal framework, with special emphasis on morality. (3 lecture)

Prerequisite(s): PHIL 150

CMS 437 STGC COMM WRITING/CASE STUDIES**3 Credit Hours**

Discover how to become an effective writer in a variety of formats expected of strategic communication practitioners. This course introduces students to a study of cases and situations designed to help students develop agility in applying effective strategic communication practices. (3 lecture)

CMS 439 STRATEGIC COMM CAMPAIGN MGMT**3 Credit Hours**

Student will conduct original research, construct a comprehensive campaign plan and produce public relations, advertising and marketing collateral material that could be used to implement their campaign; culminates with the pitching of a campaign to a client. (3 lecture)

CMS 440 COMM & MEDIA INTERNSHIP**3 Credit Hours**

Designed to provide each student with the opportunity to use classroom knowledge in a practical/real-world setting with the support of both a faculty advisor and a professional in communications.