

2025

Curriculum Review

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Executive Summary: Department of Communication Updates

The Department of Communication has implemented key updates to align with academic and industry standards, enhance course offerings, and transition to a 4-credit model. These changes streamline our curriculum, modernize course content, and improve student learning outcomes.

Key Changes & Updates:

- **Department Name Change:** Formerly known as the Department of Mass Communications, we are now the **Department of Communication**, reflecting a broader and more inclusive scope of the discipline.
- **Course Mergers & Updates:**
 - **COM 2000 (Introduction to Communication)** and **COM 2001 (Media and Society)** have been merged into **COM 2001 (Introduction to Critical Media Studies)** to provide a comprehensive foundation in media analysis.
 - **COM 4050 (Exploring Technology)** has been repurposed as **COM 4050 (Social Media Management)** to reflect contemporary industry practices.
 - **COM 2002** has been renamed **Writing for Communication Professionals** to clarify its focus and applicability.
- **Transition to a 4-Credit Model:**
 - All courses have been updated from three-digit to four-digit course numbers.
 - The curriculum map has been updated to reflect these changes.
- **Minor Program Updates:** Adjustments have been made to align with the revised course offerings and ensure coherence within the minor.
- **Course Removals:** To optimize course offerings and remove redundancy, the following courses have been removed from the Master List:
 - **COM 2000 – Introduction to Mass Communication**
 - **COM 3037 – Digital News Photography**



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Department of Communication

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- **COM 4053 – Lincolnian Management**
- **COM 4054 – Student Center Practicum**
- **COM 4055 – Entrepreneurial Journalism**

These updates position the **Department of Communication** for continued excellence, ensuring students receive a well-rounded, relevant education that prepares them for the evolving media landscape.

Plans and Request:

To fully cover required courses **while maintaining a robust elective selection**, the department would benefit from **one additional lecturer**, which would allow the offering of **five electives per year** alongside core curriculum requirements.

Mission: Lincoln University, the nation's first degree-granting Historically Black College & University (HBCU), educates and empowers students to lead their communities and change the world.

Regional accreditation by the Middle States Commission on Higher Education. Lincoln University is an equal-opportunity employer.

Mass Communications

(Pending Faculty and Board of Trustees Approval)

First Semester		
Course	Title	Credits
ENG 1001	English Composition I	4
	Social Science	4
MAT 1006	Math for Liberal Arts	4
	Natural Science w/ Lab	4
Total		16

Second Semester		
Course	Title	Credits
ENG 1002	English Composition II	4
SOS 1051	African American Experience	4
	Humanities	4
	Natural Science	4
Total		16

Third Semester		
Course	Title	Credits
COM 2001	Intro to Critical Media Studies	4
COM 2002	Writing for Communication Professionals	4
	Humanities	4
	CSC or Language	4
Total		16

Fourth Semester		
Course	Title	Credits
COM 2003	Public Speaking	4
COM 2005	Human Communication	4
COM 2007	Media Technology	4
	CSC or Language	4
Total		16

Fifth Semester		
Course	Title	Credits
COM 3000	Communication Theory	4
COM 3032	Digital Media Strategies	4
	COM Elective	4
	Humanities	4
Total		16

Sixth Semester		
Course	Title	Credits
COM 4001	Research Methods	4
	Social Science	4
	COM Elective	4
	Elective	4
Total		16

Seventh Semester		
Course	Title	Credits
	Elective COM	4
	Elective	4
	Elective	4
	Elective	4
Total		16

Eighth Semester		
Course	Title	Credits
	COM Elective	4
	COM Elective	4
	Elective	4
	Elective	4
Total		16

Total Credits: 128

Notes:

- 3 Humanities Courses: (MUS, ART, REL, PHL, ENG)
- 2 Foreign Language or computer Science Courses
- 2 Social Science Courses: (ECO, HIS, POL, SOC1001, PSY 1-AA Focus)
- 1 African American Experience Course: (SOS1051, PAS1001, PAS1003)



Mass Communications Minor

Required: 12

Choose *any four (3)* of the following:

- COM 2001 Intro Critical Media Studies
- COM 2002 Writing for Communication Professions
- COM 2003 Public Speaking
- COM 2005 Human Communication
- COM 2007 Media Technology

Select two (2): 8

- COM 3000 Communication Theory
- COM 3002 Strategic Communication Principles and Theory
- COM 3012 Audio Production
- COM 3020 Gender and the Media
- COM 3022 African Americans and Media
- COM 3023 Media and Popular Culture
- COM 3031 Digital News Reporting and Production
- COM 3032 Digital Media Strategies and Publishing
- COM 3033 Editing and Multimedia Design
- COM 3037 Digital News Photography
- COM 3044 Public Relations Management and Strategies
- COM 4000 Special Topics (varies by semester)
- COM 4002 Advertising and Integrated Marketing Communications
- COM 4004 Mass Media Law and Ethics
- COM 4050 Exploring Media Technology
- COM 4052 The Lincolnian Practicum
- COM 4053 The Lincolnian Management
- COM 4054 The Student Media Center Practicum
- COM 4055 Entrepreneurial Journalism
- COM 4095 Independent Study

Total Mass Communications Minor 20 credits

1. Critical Thinking	2. Communicate Effectively	3. Theory and Research Methods	4. Media Technology	5. Communication Campaigns
1. Students will be able to Think critically about the process of sending and receiving messages.	2. Students will be able to Effectively communicate through writing and oratory.	3. Students will be able to Utilize communication theory and research methods to answer questions about communication or communication-related issues.	4. Students will be able to Use media technologies to create content and messages across platforms.	5. Students will be able to Create, manage, and analyze strategic communication campaigns across contexts.

ILO	5	1	2,5	2	1,5
Released/No longer Offered					
COM-200 Introduction to Communication	I	I			
COM-2001 Intro to Critical Media Studies		I	I		
COM-2002 Writing for Communication Professionals PSLOs remain the same	I	I	I		
COM-2003 Public Speaking	I	I			
COM-2005 Human Communication	I	I		I	
COM-2007 Media Technology	I			I	I
COM-3000 Communication Theory	R	R	R		
COM-3002 Strategic Communication Principles and Theory	R	R			R
COM-3016 Audio Production	R	R		R	
COM-3022 African Americans and the Media	R		R		
COM-3023 Media and Pop Culture	R	R	R		
COM-3031 Digital News Reporting and Production		R		R	
COM-3032 Digital Media Strategies				R	R
COM-3033 Editing and Multimedia Design				R	R
COM-3044 Public Relations Management and Strategies		R		R	R
COM-4001 Research Methods in Mass Communication	M		M		
COM-4002 Advertising and Integrated Marketing Communications					M
COM-4004 Mass Media Law and Ethics	M		M		
COM-4005 Strategic Communication Campaigns	M				M
COM-4016 Television News Producing		M		M	
COM-4050 Social Media Management	M			M	
COM-4052 The Lincolnian Practicum		M		M	
COM-4053 Lincolnian Management	M	M	M		
COM-4090 Internship in Mass Communication	M	M		M	

Legend I Introduced R Reinforced M Mastery X Level not Assigned I/R Introduced/Reinforced



02/24/2025

Syllabi not submitted:

- **Course Removals:** To optimize course offerings and remove redundancy, the following courses have been **removed from the Master List:**
 - o **COM 2000 – Introduction to Mass Communication**
 - o **COM 3037 – Digital News Photography**
 - o **COM 4053 – Lincolnian Management**
 - o **COM 4054 – Student Center Practicum**
 - o **COM 4055 – Entrepreneurial Journalism**

Syllabi Approved by CC but not yet presented to the faculty:

- **Course Mergers & Updates:**
 - o **COM 2000 (Introduction to Communication)** and **COM 2001 (Media and Society)** have been merged into **COM 2001 (Introduction to Critical Media Studies)** to provide a comprehensive foundation in media analysis.
 - o **COM 4050 (Exploring Technology)** has been repurposed as **COM 4050 (Social Media Management)** to reflect contemporary industry practices.
 - o **COM 2002** has been renamed **Writing for Communication Professionals** to clarify its focus and applicability.

Brandi Berry



Financial Report:

Adjuncts: \$0

Overloads: 26,000.00

Financial Narrative: Academic Year 2024-2025

For the **2024-2025 academic year**, the **Department of Communication** reports an **overload expenditure of \$26,000** and **\$0 allocated for adjuncts**. This outcome was due to challenges in **adjunct hiring and recruitment processes**, as well as **inefficiencies in workload management**.

Moving forward, the department is confident that it can meet the **3-2 teaching load requirement** with its **current faculty**, supplemented by **library faculty covering The Lincolnian**.

Additionally, the department has **expanded the free elective pool** to include more courses outside the program, allowing a greater focus on required courses and a **reduction in elective offerings**.

While this restructuring is financially advantageous, it does limit the availability of **Communication electives** that may enhance students' academic experiences. To fully cover required courses **while maintaining a robust elective selection**, the department would benefit from **one additional lecturer**, which would allow the offering of **five electives per year** alongside core curriculum requirements.

Website:

Department of Communication

The field of communication is focused on sharing information and ideas with large groups of people.

Newspapers, magazines, websites, news programs, even online videos: all types of media fall into this fast-evolving and exciting field.

Lincoln University's **Department of Communication** will prepare you to successfully work in a variety of media environments and positions. You will develop essential skills as a writer, speaker, and communicator while developing a foundation of knowledge in the history, theory, and ethics of media communications.

One of our most popular and well-known programs, the **Department of Communication** offers a **Bachelor of Arts (BA) or Bachelor of Science (BS) degree**. Within those degree programs, you can choose one of two specific concentrations: **Digital Communication** or **Strategic Communication**. A minor is also available if you'd like to supplement another degree with greater knowledge of communications.

You can learn more about our programs and the classes we offer in the current academic year **course catalog**.

Classes are primarily taught in **Grim Hall, a recently renovated and state-of-the-art facility** that is home to **high-tech classrooms** and multiple computer labs outfitted with iMac computers, where our expert faculty will help you learn to use industry-standard software such as **Adobe Creative Suite, Final Cut Pro, and Avid Technology**.

A variety of students enjoy using the **Lincoln Media Center**—located in the **Student Union Building**—where you can get experience with podcast, radio, live recording and content creation. Or, if you're more interested in writing and journalism, you can get hands-on experience and start collecting by-lines working for **The Lincolnian, our online student newspaper**.

When you graduate, you'll have built a foundation of knowledge about the media field and its state today, developed essential skills that'll help you to succeed as you build a career, and even begun building a portfolio of work that will help you to stand out from the crowd.

APPLY NOW!

Contact Us

If you have a question about pursuing a major in communication at Lincoln, let us know!

Department of Communication

Phone: 484-365-7648

Grim Hall, Room 121

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<https://www.lincoln.edu/academics/academic-departments/mass-communications-department/index.html>

Website:

Department of Communication

As the name implies, the study of **communication** is about learning to communicate with large groups of people, effectively sharing information, telling stories, and engaging their attention. It can take many forms: websites, podcasts, newspapers, TV shows. Even something as simple as a TikTok or YouTube video is a form of **communication**. As such, it's no exaggeration to say that **communication** is a central and essential part of society, sharing information and connecting us to one another.

Lincoln University offers a **Bachelor of Science (BS) degree** and a **Bachelor of Arts (BA) degree** in the **Department of Communication**, as well as a minor. When you major in this program, you can choose between two **concentrations: Digital Communication** and **Strategic Communication**, each of which will prepare you to succeed and stand out in the communication field.

The **Digital Communication Concentration** focuses on marketing, public relations, advertising, and other types of communication across digital and multimedia platforms, including websites, television, and online video, with classes that dig into digital news reporting, multimedia design, and editing.

The **Strategic Communication Concentration** digs into the principles and theories of strategic communication, delving deep into the construction and planning of marketing campaigns, public relations management, and more. Both **concentrations** offer a wide range of communication-related electives as well, including classes focused on film and screenwriting.

The majors are offered as part of the **Department of Communication**. Reach out to the **Department of Communication** at **484-365-7648** or visit Grim Hall, Room 121, if you have specific questions, or learn more about the program, courses, and requirements in the current academic year **University Catalog**. You may also view program outcomes below.

Graduating with a degree in **Communication** from Lincoln will prepare you to succeed and stand out in today's rapidly changing digital media environment. You'll be well prepared for a job as a writer, editor, designer, or strategist in a variety of communication fields.

<https://www.lincoln.edu/academics/programs/undergraduate-programs/mass-communications-bs-ba-minor.html>

Course Catalog:

237

237

LINCOLN UNIVERSITY 2024

Communication

The mission of the **Department of Communication** is to graduate majors who are prepared to work in a variety of positions and media environments. Students are also trained to transition to graduate study in **communication**. There is a strong emphasis on media literacy, multimedia software and platform application, media production, digital media convergence, as well as a strong theoretical and research foundation. These skills are acquired through the use of campus facilities, internships, and faculty-guided research.

The **Department of Communication** offers a **BA or BS in Communication** and a **minor in Communication**.
Communication major offers two **concentrations: Digital Communication** and **Strategic Communication**.
 Upon graduation,

Communication majors are able to:

1. Analyze, describe and interpret the media content in the context of global society.
2. Apply First Amendment and ethical principles in the production of media.
3. Explain the historical, cultural and economic development of mass media industries, particularly in the United States, as well as and other societies.
4. Write correctly and clearly in forms and styles appropriate to mass media industries and graduate school.
5. Present a professional portfolio or curriculum-related materials that meet the highest standards across mass media industries.
6. Explain the correct use of research methods in connection with broader mass communication theories and methodologies.
7. Explain how new media technologies impact the content, audiences, organizational, and economic nature of contemporary media.

Graduation Requirements

Bachelor of Arts in Communication Requirements:

- Any 2 foreign language courses 201 or higher, OR foreign language examination exemption
- *Students may have to take up to 4 language courses to complete this requirement*

Bachelor of Science in Communication Requirements:

- 2 consecutive language courses or any 2 CSC/ART 102/ART 220

Communication (BS, BA)

Communication majors can select only one of the two **concentrations: Digital Communication** or **Strategic Communication**. The courses in each **concentration** are not interchangeable, except where noted as eligible electives for each **concentration**

*The **Digital Communication Concentration** focuses on journalistic and creative writing and production across digital and multimedia platforms.*

238

*The **Strategic Communication Concentration** focuses on Marketing, Public Relations, Advertising and communications across digital and multimedia platforms.*

Digital Communication Concentration

General Education Total

48 credits

Communication Core:

COM 2001 Mass Media and Society	4
COM 2002 Writing and Reporting Across the Media	4
COM 2005 Human Communication	4

COM 2007 Media Technology	4
COM 3000 Communication Theory	4
COM 3032 Digital Media Strategies and Publishing	4
COM 4001 Research Methods in Mass Communication	4
COM 4004 Mass Media Law and Ethics	4

Total Communication Core

32 credits

Digital Communication:

COM 3031 Digital News Reporting and Production	4
COM 3033 Editing and Multimedia Design	4
COM 4016 Television News Producing	4
COM 4052 The Lincolnian Practicum	4

Total Digital Communication

16 credits

Select two (2):

At least one must be a COM course

8

COM 3002 Strategic Communication Principles and Theory	4
COM 3012 Audio Production	4
COM 3020 Gender and the Media	4
COM 3022 African Americans and Media	4
COM 3023 Media and Popular Culture	4
COM 3037 Digital News Photography	4
COM 4000 Special Topics (Varies by semester)	4
COM 4050 Exploring Media Technology	4
COM 4053 The Lincolnian Management	4
COM 4054 The Student Media Center Practicum	4
COM 4055 Entrepreneurial Journalism	4
COM 4090 Internship in Mass Communications	4
COM 4095 Independent Study	4
ENG 250 Introduction to Cinema	4
ENG 3014 Legal Analysis and Writing	4
	4
	4
	4

Note: Minimum Credits Required for Graduation = 120

LINCOLN UNIVERSITY 2024

239

Please note that this is a suggested sequence and depending on your situation, your academic sequence may appear different. Please review with your advisor and refer to the Academic Catalog for academic requirements.

Optional – Bachelor of Arts Degree (BA): foreign language through the 202 level. Exemptions permissible through testing.

LINCOLN UNIVERSITY 2024

240

Strategic Communication Concentration

General Education Total

48 credits

Communication Core:

COM 2001 Mass Media and Society	4
COM 2002 Writing and Reporting Across the Media	4
COM 2005 Human Communication	4
COM 2007 Media Technology	4
COM 3000 Communication Theory	4
COM 3032 Digital Media Strategies and Publishing	4
COM 4001 Research Methods in Mass Communication	4
COM 4004 MassMediaLaw and Ethics	4
Total Communications Core	4

32 credits

Strategic Communication:

COM 3002 Strategic Communication Principles and Theory	4
COM 3044 Public Relations Management and Strategies	4
COM 4002 Advertising and Integrated Marketing Communications	4
COM 4005 StrategicCommunicationCampaigns	4

Total Strategic Communication 16 credits

Select two (2):

8 credits

At least one must be a COM course

COM 3012 Audio Production	4
COM 3020 Gender and the Media	4
COM 3022 African Americans and Media	4
COM 3023 Media and Popular Culture	4
COM 3033 Editing and Multimedia Design	4
COM 3037 Digital News Photography	4
COM 4000 Special Topics (Varies by semester)	4
COM 4050 Social Media Management	4
COM 4052 Lincolnian Practicum	4
COM 4053 The Lincolnian Management (Offered to non-majors; Lincolnian staffers)	4
COM 4054 The Student Media Center Practicum	4
COM 4055 Entrepreneurial Journalism	4
COM 4090 Internship in Mass Communications	4
COM 4095 Independent Study	4
ENG 2050 Introduction to Cinema	4
ENG 3014 Legal Analysis and Writing	4
ENG 3025 Screenwriting	4

Select one (1):

4

LINCOLN UNIVERSITY 2024

COM 4000 Special Topics (Varies by semester)	4
COM 4050 Social Media Management	4
COM 4053 The Lincolnian Management	4
COM 4054 The Student Media CenterPracticum	4

COM 4055 Entrepreneurial Journalism	4
COM 4090 Internship in Mass Communications	4
COM 4095 Independent Study	4
Total Strategic Communication Concentration	48 credits

General Education	48 credits
Major	56 credits
Free Electives	24 credits
Total required for BS degree	128 credits

Communication

(Pending Faculty and Board of Trustees Approval)

First Semester		
Course	Title	Credits
ENG 1001	English Composition I	4
	Social Science	4
MAT 1006	Math for Liberal Arts	4
	Natural Science w/ Lab	4
Total		16

Second Semester		
Course	Title	Credits
ENG 1002	English Composition II	4
SOS 1051	African American Experience	4
	Humanities	4
	Natural Science	4
Total		16

Third Semester		
Course	Title	Credits
	Intro to Critical Media	
COM 2001	Studies	4
COM 2002	Writing for Communication Professionals	4
	Humanities	4
	CSC or Language	4
Total		16

Fourth Semester		
Course	Title	Credits
COM 2003	Public Speaking	4
COM 2005	Human Communication	4
COM 2007	Media Technology	4
	CSC or Language	4
Total		16

Fifth Semester		
Course	Title	Credits
COM 3000	Communication Theory	4
COM 3032	Digital Media Strategies	4
	COM Elective	4
	Humanities	4
Total		16

Sixth Semester		
Course	Title	Credits
COM 4001	Research Methods	4
	Social Science	4
	COM Elective	4
	Elective	4
Total		16

Seventh Semester		
Course	Title	Credits
	COM Elective	4
	COM Elective	4

Eighth Semester		
Course	Title	Credits
	COM Elective	4
	COM Elective	4

	Elective	4		Elective	4
	Elective	4		Elective	4
Total		16	Total		16
Total Credits: 128					

Notes:

- 3 Humanities Courses: (MUS, ART, REL, PHL, ENG) 2
- Foreign Language or computer Science Courses
- 2 Social Science Courses: (ECO, HIS, POL, SOC1001, PSY 1-AA Focus)
- 1 African American Experience Course: (SOS1051, PAS1001, PAS1003)

LINCOLN UNIVERSITY 2024

244

- 1 Math
- 3 Natural Science w/Lab or additional Mat
- 5 COM Electives (MUST TAKE A MINIMUM OF 3): COM3012, COM3031, COM3033, COM4004, COM 4016, COM4050, COM4052, COM3020, COM3002, COM3044, COM4002, COM4005, COM3022, COM3023, COM3024, COM4090
- Cross-Listed Elective Options: ENG2050, ENG3015, ENG3025, ART2070, ART1002, ART2020, ART2060, ART2070, ART3090, BUS4036, MKT3037, CSC2001, CSC2002

LINCOLN UNIVERSITY 2024

245

Communication majors may pursue additional minors and majors in any discipline that the university offers. However, the student should consult with his/her academic advisor and /or Chair before outlining their academic plans.

Communication Minor

Re quire d:	12
	4
COM 2001 Mass Media and Society	4
COM 2002 Writing and Reporting Across the Media	4
COM 2005 Human Communication	
 Select two (2):	 8
COM 300 Communication Theory	4
COM 302 Strategic Communication Principles and Theory	4
COM 312 Audio Production	4
COM 320 Gender and the Media	4
COM 322 African Americans and Media	4
COM 323 Media and Popular Culture	4
COM 331 Digital News Reporting and Production	4
COM 332 Digital Media Strategies	4
COM 333 Editing and Multimedia Design	4
COM 337 Digital News Photography	4
COM 344 Public Relations Management and Strategies	4
COM 400 Special Topics (varies by semester)	4
COM 402 Advertising and Integrated Marketing Communications	4
COM 404 Mass Media Law and Ethics	4
COM 450 Exploring Media Technology	4
COM 452 The Lincolnian Practicum	4
COM 453 The Lincolnian Management	4

COM 454 The Student Media Center Practicum	4
COM 455 Entrepreneurial Journalism	4
COM 495 Independent Study	4
Total Mass Communications Minor	20 credits

Communication Course Descriptions

COM 2001 Intro Critical Media Studies 4 credits

This course provides an introductory historical and critical survey of online, broadcast, print, and film media with special emphasis on the aesthetic contribution and cultural assimilation involved in their development. The course surveys a wide range of communication issues in the context of media consumption, writing, and reporting on individuals from different religious, social, ethnic, and educational backgrounds, exposing students to the systems of mass communications and the various types of careers available in the mass media industries. Students learn basic mass media theory, technological inventions that have made mass media accessible to consumers, and influences on our perceptions of the world. *Prerequisite: ENG 102*

COM 2002 Writing for Communication Professions 4 credits

This course introduces students to the basics of writing in a professional environment, and to the various forms of writing for the mass media. These forms include news stories for print, broadcast, online and writing for strategic communication.

Prerequisite: ENG 102,
minimum grade C

COM 2003 Public Speaking 4 credits

In this course students will learn necessary skills related to writing and presenting speeches in a variety of contexts and will offer students practical experiences giving speeches. The course will cover the theoretical underpinnings of argumentation, effective speech delivery techniques, how to effectively organize written speeches, and how to analyze speech audiences. *Prerequisite: ENG 102*

COM 2005 Human Communication

4 credits

A critical thinking based course designed to introduce students to various communication contexts. The course includes practice in informative and persuasive speaking, critical listening and observation, evaluation of persuasive messages, interpersonal communication and group communication and theories of human communication. *Prerequisite: ENG 102*

COM 2007 Media Technology 4 credits

This course covers the use of audio and visual media to tell news stories. Students learn how to use photography, videography, and audio to tell compelling stories. They develop and report multimedia news stories. The course also explores basic concepts of new media as well as the role digital media (aka "new media") technologies play in society. Students will engage with digital media technology throughout the course in order to gain practical experience with new media. Students will learn how to plan, design and create multimedia content. *Prerequisite: ENG-102*

COM 3000 Communication Theory 4 credits

LINCOLN UNIVERSITY 2024

This introductory course addresses the major theoretical issues, approaches to, and applications of communication studies. This course will survey Interpersonal Communication,

group communication, rhetoric, intercultural and mass communications. Historical, current, and practical critiques of each theory will be conducted. *Prerequisites: COM 201, COM 202, COM 205*

COM 3002 Strategic Communication Principles and Theory

4 credits

This is an introductory course that explores strategic communications principles, persuasion, theories, research, and industry practice. This course will outline the areas of strategic communications (public relations, advertising and integrated marketing) as an integral part of mass communications. Students will learn the theoretical background and practical uses of strategic communications to deliver messages that reach publics and target audiences. Additionally, this course will introduce students to strategic communications careers. *Prerequisite: COM 201*

COM 3012 Audio Production

4credits

This course introduces students to the theory and practice of audio production for digital media. Students are taught principles of sound recording, digital editing and special effects, with applications to newsgathering and production, audio streaming, and digital film/video production. *Prerequisites: COM 202, COM 207*

COM 3020 Gender and the Media

4credits

This course examines intersectional representations of race, class, gender, and sexual identity in the media. It will survey issues of authorship, audience, and the ways in which various media content (online, film, television, journalism, advertising and public relations) enables, facilitates, and challenges these social constructions in society. It will also consider gender in media industries. It will introduce students to feminist and critical approaches to media. The course will also survey the images and impact of women in media. *Prerequisite: ENG 102*

COM 3022 African Americans and Media

4 credits

The purpose of this course is to describe and analyze the unique contributions of African- Americans to the industry. Further, the course will examine historically the trends and treatments of African Americans by the American media establishment. This course serves as an elective course for communication majors. *Prerequisite: ENG 102*

COM 3023 Media and Popular Culture

4 credits

This course will examine the role of popular culture in everyday life, with a particular emphasis on the organization of mass media industries, the relationship between cultural consumption and social status, and the social significance of leisure activities from sports to shopping. *Prerequisite: COM 201*

COM 3031 Digital News Reporting and Production

4 credits

LINCOLN UNIVERSITY 2024

248

Students work in the field to research, shoot, write, and edit news stories. They develop reporting and interviewing skills, visual acuity, utility for the eye and ear and general video performance abilities. *Prerequisites: COM 207*

COM 3032 Digital Media Strategies and Publishing

4 credits

An online structure is required for every media organization, and media professionals must be proficient in using online tools and resources. This course will prepare students for these

advancements by teaching the basics of producing media content and strategically planning for distribution across both Web and mobile platforms. Areas of focus will include online storytelling, digital imaging and photo journalism, multimedia presentations, responsible use of social media, blogging, and the legal and ethical challenges created by the free flow of information on the Internet. *Prerequisites: COM 202, COM 207*

COM 3033 Editing and Multimedia Design

4 credits Students

develop and practice the craft of digital editing, copyediting, and layout across multimedia platforms. They learn to edit stories for content, structure, word usage and story flow. Students learn appropriate software to design pages and edit still and moving images. *Prerequisites: COM 200, COM 202, COM 207*

COM 3037 Digital News Photography

4 credits This course

explores photography as a storytelling medium. The course develops skills such as shooting pictures on deadline, writing precise and compelling cutlines, and editing for impact. *Prerequisite: COM 207, C or better*

COM 3044 Public Relations Management and Strategies

4 credits

This is an advanced course that focuses on the structure of public relations agencies/departments, account management and planning, reputation management, relationship building, crisis communication, conflict resolution, messaging, writing, design, and new technologies. Students will learn the fundamentals of constructing public relations plans by developing goals, objectives, strategies and tactics that are necessary for executing successful campaigns. *Prerequisites: COM 202, COM 302*

COM 4000 Special Topics (Varies by semester)

4 credits

Prerequisite: permission of the instructor

COM 4001 Research Methods in Mass Communication

4 credits

This course is designed to introduce students to quantitative and qualitative methodologies of mass communication research, with emphasis on the research process, research design, and methods of data collection. It will contribute to a broader foundation in Mass Communication and Journalism by exposing students to techniques of data gathering and measurement, including sampling, interviewing, content analysis, critical analysis, and conducting surveys. *Prerequisite: COM 300*

COM 4002 Advertising and Integrated Marketing Communications

4 credits

LINCOLN UNIVERSITY 2024

249

In this advanced course students will learn about the structure of advertising agencies/departments, account management and planning, relationship building, advertising/IMC strategies and tactics, psychological and creative processes, branding and positioning, art and copy, and new technologies. This course will also introduce students to the processes of creating advertisements and developing advertising campaigns. *Prerequisite: COM 302*

COM 4004 Mass Media Law and Ethics

4 credits This course

introduces students to legal and ethical questions faced by journalists and other mass media

professionals. Case studies from the news media and U.S. Supreme Court opinions are examined. *Prerequisite: either COM 300, COM 302, CRJ 301, ENG 314, POL 300, or PHL303*

COM 4005 Strategic Communication Campaigns

4 credits This

is a capstone course in which students will be trained on the execution of public relations, advertising and integrated marketing campaigns from B-to-C and/or non-profit communications objectives with the overarching goal of building students' professional portfolios. Students will also learn to manage online communities in the face of social media evolution. Ideally, students will select a client to represent or they will work directly with either a media related business or strategic communications agency. *Prerequisites: COM 302, and either COM 344 or COM 402*

COM4016 Television News Producing

4 credits

In this course students will learn and practice the basics of broadcast news producing. While the focus will be on television news, students will learn to produce news content across digital platforms. Students will practice and refine the skills required to produce news stories with the complex and creative techniques necessary for broadcast news production in a multimedia environment. *Prerequisites: COM 331 and either COM 332 or COM 333*

COM 4050 Social Media Management

4 credits

In this course students will create and manage a professional social media account and learn necessary practical skills for social media administration and content creation. The course will discuss specific methods to engage with and cultivate followers on social media platforms, how to develop a cohesive brand, how to create engaging content, and how to analyze account data to develop strategies for user engagement. The goal of the course is for students to have first-hand experience as an administrator and content creator for a social media account. *Prerequisite: COM 207*

COM 4052 Lincolnian Practicum

4 credits

This course offers practical experience in journalism via the online student news outlet, The Lincolnian. Students will complete regular writing and digital content assignments that demonstrate mastery of journalistic writing, production, and AP news style. *Prerequisite: COM 202 (Mass Communication majors) or ENG 102, minimum grade B (non-Majors)*

COM 4053 The Lincolnian Management

4 credits This course is an

elective course for students who will study staff organization, advertising, business management, journalistic writing, editing, page make-up and design, photography, desktop publishing and computer skills, and the publication process for *The Lincolnian*.



LINCOLN UNIVERSITY 2024

Prerequisites: permission of instructor and either COM 302, COM 332, COM 450, or COM 452

COM 4054 The Student Media Center Practicum credits

4

This course offers practical experience in media production at the Student Media Center, or strategic communication in the Office of Communications. Students will complete an advanced practicum with hands on learning

experiences in a fast paced environment.

Prerequisites: permission of instructor

COM 4055 Entrepreneurial Journalism

4

This course introduces students to the basics of entrepreneurship and evolving business models for media. It blends instruction in general entrepreneurship concepts with how the online and digital technologies are transforming media economics, using recent news and communication startups as case studies for applying entrepreneurial principles. Students will identify, develop and pitch ideas for media businesses; research and write a business case study; and perform skill-building exercises in business analysis and digital technologies. *Prerequisite: COM 202*

COM 4090 Internship in Mass Communications credits Students will apply theories and principles learned in the classroom to a professional internship in their chosen field of study, either on campus or in the community. Throughout the internship, students will complete various tasks designed to reflect and enhance the internship experience including weekly

reports and creating a professional portfolio.

Prerequisites: permission of instructor

COM 4095 Independent Study

1-4 credits

Faculty supervised research

Prerequisites: COM 207, COM 300



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Department of Mass
Communications

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02/24/2025

To Whom It May Concern:

As chair of the Department of Communication I certify that I have looked over the submitted documents and have submitted materials to the best of my abilities. I look forward to feedback so that I may meet the requirements of the Ed Policy's Committee and rubric.

Thank you,

Brandi Berry