COM 3270.LA. Social Media Marketing. 3-4 Unit.
This class applies the principles of marketing to the ever-evolving world of social media - from viral videos to Twitter tweets, banner ads to business blogs - with an emphasis on promoting non-profit organizations and social movements. Classes will combine theories, practices, real-world case studies, and guest speakers from various online-marketing professions. Students will also execute numerous hands-on assignments, primarily in teams, such as a class blog that will be continuously evaluated throughout the term. The capstone project entails creating a social media marketing plan for a non-profit organization or social movement. No previous social media or marketing experience is required, but students must have Internet access outside of class, and be comfortable writing for public consumption.
COM 3410. Surveillance. 3-4 Unit.
Surveillance explores the present-day realities of living in a hyper-connected world where surveillance technology is ubiquitous. New computer-based and internet technology has made possible the unprecedented gathering of information about individuals and groups by private, public and government interests. Internet searches, photo recognition software and clicks online provide data from search engines that are limited to target ads, to create detailed consumer profiles and monitor our connections. Students follow unfolding stories in the news, representations in popular culture, and emerging issues.

COM 3500. Prior Learning: Communications. 1 Unit.

COM 3510. Independent Study. 1-5 Unit.

COM 3530. Internship. 1-5 Unit.

COM 3549. Intercultural Communication. 3 Units.
Technology has compressed the world into a global village composed of myriad international and non-dominant domestic cultures. Communication between cultures is essential but complicated by different contexts, values, expectations, and perceptions. This course examines different theoretical and practical approaches to the complexities of both verbal and non-verbal communication across cultures. Communication styles of various nationalities are examined along with such issues as dominance, gender, religion, prejudice, time, distance, and silence.

COM 3600.LA. Public Speaking Workshop. 1 Unit.
This workshop focuses on preparing and presenting public speeches. Topics include development of confidence, reduction of fear, audience analysis, choice of subject, speaker objectives, research resources, structure of the speech, style of language, voice, and body language. This course is suitable for students with no previous college-level course in public speaking.

COM 3900B. Special Topics in Communication: Political Communication. 1-2 Unit.

COM 3900E. Trans-National Media Activism. 1 Unit.

COM 3930. Exploring Modernism & Post-Modernism. 3-4 Unit.
This course examines the intersections between modernism and post-modernism as historical periods, worldviews, aesthetic statements, and attitudes toward politics, culture, art, and personal style. Through analysis of architecture, film, literature, music, and other artifacts of popular culture, and through works by contemporary North American and European social theorists and critics, students explore the dilemmas as well as the hopes of the postmodern condition.

COM 3990D. Applied Studies Seminar: Media, Influence and Society. 3-4 Unit.
This professional, hybrid-format seminar is open to both Applied Studies and BA Liberal Arts students and provides an opportunity for students to connect their technical, professional and personal knowledge to current issues related to Technology, Self and Society. Together we will think about the development and influence of technology from a postmodern perspective. Some of the issues we’ll reflect on together include: the historical development of technology, its various impacts on the self, identity, relationship, society, culture, globalization, economy and business. We’ll also attempt to define technological trends and speculate about the future direction and impact of technology. Because this is an Applied Studies Seminar, students will be asked to reflect upon what they’re learning and apply it directly to their professional, personal, or political interests, depending on their current program of study.

COM 4010. Participatory Media. 3-4 Unit.

COM 4510. Independent Study. 1-5 Unit.

COM 4800.LA. Citizen Journalism. 3-4 Unit.
Citizen journalists have challenged official narratives with documentary evidence, and brought fresh, from-the-street perspectives to audiences around the world. This course examines the distinctions between professional journalists and citizen reporters, the differences between witnessing news events and interpreting them, and emerging trends in our dynamic media eco-system. Students learn by doing with hands-on writing and photography assignments. They write publishable stories, conduct interviews, and collaborate on a website showcasing the collective work.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

COM X4000. Communications / Com Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.

COM X4001. Cinema & Bus / Fine Arts Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.