

COMM 307 : Advanced Methods and Application

This is an upper level core course in the communications department required for all majors. In this junior seminar, students will learn how to execute research in the field of communication. They are instructed on how to specifically use methodological approaches used in a scholarly, scientific, and rigorously academic capacity. Students are shown how to produce an equally comprehensive artifact. It features the application of current principles within: the industry practices of traditional broadcasting, web design, social media research, digital marketing, new media promotions, and advertising and public relations campaigns for completion of a practicum.

Credits 3.0

Prerequisite Courses

[COMM 306](#)