

SCHOOL OF MEDIA (SOM)

SOM 101 Understanding Media Content, Ethics and Technology 3 Hours

Develops a framework to access, analyze, evaluate, and interact with content, audiences and technology in a variety of digital forms.

Restriction(s): Enrollment is limited to students in Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Advertising (727) , Advertising (Seeking Adm) (727P) , Journalism (736) , Journalism - Seeking Admission (736P) , Photojournalism (750) , Photojournalism (Seeking Adm) (750P) , Visual Journalism Photograph (752) , Visual Jour Photo (Seek Adm) (752P) , Public Relations (763) or Public Relations (Seeking Adm) (763P)

Recent Term(s) Offered: spring 2021; fall 2021; spring 2022; fall 2022; spring 2023; fall 2023

SOM 102 Media Content, Collaboration and Community 3 Hours

Working in collaborative teams to produce digital content for distribution through various media channels including web, social, and mobile. Lecture and lab.

Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , News/Edit Journalism(Seek Adm) (716P) , Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Advertising (727) , Advertising (Seeking Adm) (727P) , Journalism (736) , Journalism - Seeking Admission (736P) , Photojournalism (750) , Photojournalism (Seeking Adm) (750P) , Visual Journalism Photograph (752) , Visual Jour Photo (Seek Adm) (752P) , Public Relations (763) or Public Relations (Seeking Adm) (763P)

Course Fee: \$40

Recent Term(s) Offered: spring 2021; fall 2021; spring 2022; fall 2022; spring 2023; fall 2023

SOM 241 Visualizing Data in Journalism 3 Hours

Learn to find and examine large sets of data to identify embedded trends and stories, and display this data visually. Lecture and lab.

Prerequisite(s): SOM 101 with a minimum grade of C and SOM 102 with a minimum grade of C

Course Fee: \$35

Recent Term(s) Offered: None

SOM 310 Media Diversity 3 Hours

Explores journalistic coverage of diversity in terms of race, culture, gender, and sexual orientation in a number of mass media areas including newspaper, radio, television, film, video games, digital media, advertising, and public relations. **Colonnade/Statewide General Education Code K-SC**

Prerequisite(s): 21 hours of Foundations and Explorations Courses, or junior status

Recent Term(s) Offered: spring 2021; fall 2021; spring 2022; fall 2022; spring 2023; fall 2023

SOM 330 Interactive Design 3 Hours

Exploration into the design process and techniques for creating interactive experiences. Encompasses information architecture, usability, front-end programming and design literacy, as well as applied user-experience design. Lecture and lab.

Prerequisite(s): AD 210 with a minimum grade of C or SOM 210 with a minimum grade of C

Recent Term(s) Offered: None

SOM 340 Programming for Media Platforms 3 Hours

Introduction to concepts, principles, and skills required to code and program media platforms. Explores modern markup languages and content management systems. No programming experience required. Note: Permission of instructor.

Prerequisite(s): SOM 210 with a minimum grade of C or AD 210 with a minimum grade of C

Course Fee: \$35

Recent Term(s) Offered: None

SOM 399 Special Topics in Media--Study Abroad 1-6 Hours

(repeatable max of 6 hrs)

This course covers media and cultural study and practical journalism experiential learning in international or out-of-town locations. This course may be repeated one time, but no more than three (3) total hours may be included in the major or minor portion of the degree program.

Equivalent(s): SJB 399

Recent Term(s) Offered: None

SOM 402 First Amendment Research and Reporting 3 Hours

(repeatable max of 6 hrs)

Prerequisite(s): Permission of the instructor. A practical, hands-on alternative capstone course that brings together skills learned throughout the student's academic career to provide an opportunity to work within a team concept and to produce a series of stories related to First Amendment issues.

Recent Term(s) Offered: fall 2021; spring 2023

SOM 421 American News Media History 3 Hours

Major events and personalities in the development of print and electronic journalism, advertising and public relations from Gutenberg to the present, with future projections. Includes consideration of involvement of minorities and women. Analysis of contemporary journalism in the context of its history.

Recent Term(s) Offered: None