

# Communications and Public Policy /

Communications and Public Policy is a course that explores the relationship between communication and public policy. It covers a wide range of topics, including the role of communication in public policy-making, the impact of public policy on communication, and the ethical implications of communication in public policy. The course is designed to provide students with a comprehensive understanding of the field and to equip them with the skills and knowledge necessary to succeed in this area.

## Communications and Public Policy / Major

The Communications and Public Policy Major is a four-year program that provides students with a strong foundation in communication and public policy. The major is designed to be flexible, allowing students to tailor their program to their interests and career goals. The major consists of 36 credit hours, including 24 credit hours of major courses and 12 credit hours of general education requirements. The major courses include:

- COMM 1013: Introduction to Communication
- COMM 1023: Introduction to Public Policy
- COMM 2013: Communication and Public Policy
- COMM 2023: Public Policy and Communication
- COMM 3013: Advanced Communication and Public Policy
- COMM 3023: Public Policy and Communication
- COMM 4013: Capstone Project

The major also includes a variety of elective courses that allow students to explore related fields such as journalism, public relations, and political communication. Students who complete the major will be well-prepared for careers in communication and public policy, as well as for graduate study in these fields. The major is a challenging and rewarding program that provides students with a unique and valuable education.

For more information about the Communications and Public Policy Major, please contact your advisor or the program coordinator. We are committed to providing you with the highest quality education and to supporting your success in this field.

## Prerequisites for Communications and Public Policy

Prerequisites for the major include 36 credit hours of college-level coursework, including 24 credit hours of major courses and 12 credit hours of general education requirements. The major is designed to be flexible, allowing students to tailor their program to their interests and career goals.

### Year 1

#### Semester 1

COPP 1013 Introduction to Communication

#### Semester 2

COPP 1023 Introduction to Public Policy

### Year 2

#### Semester 1

COPP 2013 Communication and Public Policy

#### Semester 2

COPP 2023 Public Policy and Communication

COPP 2033 *Introduction to Mass Media*

### Year 3

#### Semester 1

COPP 3013 *Introduction to Journalism*

COPP 3023 *Editing and Design for Journalism*

#### Semester 2

COPP 3033 *Public Policy and Mass Media*

### Year 4

#### Semesters 1 and 2

COPP 4006 *Communications Policy and Practice*

COPP 4016 *Industry Practice*

### COPP-1013. Introduction to Communications

This course provides an overview of the communication process, from the sender to the receiver, and the role of mass media in society. It covers the history of mass media, the structure of the communication process, and the impact of mass media on society. The course also explores the role of mass media in the political process and the role of mass media in the economy.

### COPP-1023. Introduction to Policy Studies

This course provides an overview of the policy process, from the identification of a problem to the implementation of a policy. It covers the role of the government in the policy process, the role of the media in the policy process, and the role of the public in the policy process. The course also explores the role of policy studies in the political process and the role of policy studies in the economy.

### COPP-2013. Fundamentals of Writing

This course provides an overview of the fundamentals of writing, from the identification of a topic to the development of a thesis statement. It covers the role of the writer in the writing process, the role of the audience in the writing process, and the role of the writer in the writing process. The course also explores the role of writing in the political process and the role of writing in the economy.

### COPP-2023 Policy Making in the Information Age (POLS 2333)

This course provides an overview of the policy making process in the information age. It covers the role of the government in the policy making process, the role of the media in the policy making process, and the role of the public in the policy making process. The course also explores the role of policy making in the political process and the role of policy making in the economy.

### COPP-2033. Research Methods

This course provides an overview of the research methods used in the study of mass media and communication. It covers the role of the researcher in the research process, the role of the audience in the research process, and the role of the researcher in the research process. The course also explores the role of research methods in the political process and the role of research methods in the economy.

### COPP-3013. Rhetoric

This course provides an overview of the role of rhetoric in the communication process. It covers the role of the speaker in the communication process, the role of the audience in the communication process, and the role of the speaker in the communication process. The course also explores the role of rhetoric in the political process and the role of rhetoric in the economy.

Prerequisites: POLS 3013, COPP 2023, COPP 3033.

### COPP-3023. Ethics and Social Responsibility

This course examines the ethical and social responsibilities of public policy makers and the media. It explores the challenges of balancing competing interests and values in a complex and often contentious environment. Prerequisites: COPP 2013, COPP 2023, COPP 3033.

### COPP-3033. Public Policy and the Media (POLS 3213)

This course explores the relationship between public policy and the media. It examines the role of the media in shaping public opinion and influencing policy-making. It also discusses the challenges of media coverage of public policy issues. Prerequisites: COPP 2013, COPP 2023, COPP 3033.

### COPP-3043: Business Communications and Marketing

This course focuses on the communication and marketing strategies used by businesses. It covers topics such as advertising, public relations, and sales promotion. It also discusses the ethical implications of business communication and marketing.

### COPP-4006. Case Studies in Public Policy

This course uses case studies to explore public policy issues. It examines the challenges of policy-making and the role of various stakeholders. Case studies include: (1) The Affordable Care Act (ACA) and the challenges of implementing universal health care; (2) The 2008 financial crisis and the role of government intervention; (3) The 2010 earthquake in Haiti and the challenges of disaster relief; (4) The 2011 earthquake in Japan and the challenges of nuclear safety; (5) The 2012 election in the United States and the challenges of campaign finance reform. Prerequisites: COPP 3013, COPP 3023, COPP 3033.

### COPP-4016. Internship

This course provides students with hands-on experience in a public policy or communications setting. It allows students to apply their knowledge and skills in a real-world context. Prerequisites: COPP 3013, COPP 3023, COPP 3033.

### Cross-Listed Courses

#### JOUR-3163. New Media and Social Change

This course explores the impact of new media and social media on society and culture. It discusses the challenges of digital communication and the role of social media in shaping public opinion and influencing policy-making.

#### POLS-3223. Public Administration

This course explores the theory and practice of public administration. It discusses the challenges of managing public organizations and the role of public administrators. Prerequisites: POLS 3013, POLS 3023, POLS 3033.

#### POLS-3613. Model United Nations

This course provides students with a hands-on experience in international relations. It allows students to simulate the work of the United Nations and other international organizations. Prerequisites: POLS 3013, POLS 3023, POLS 3033.

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4. L J
5. I

### Suggested Courses

P A  
 C P P

### 1. Science, Technology and the Environment

- |           |         |
|-----------|---------|
| ECON 3323 | E       |
| EN 1013   | I E P   |
| EN 2023   | I P E   |
| EN 3013   | E P     |
| EN 3023   | E P     |
| NA I2233  | N F N M |
| NA I3223  | N E E E |
| OCI 2213  | E       |
| 1003      | 1       |
| 2103      | 2       |
| 2123      | F &     |
| 2303      | N D     |
| 2313      | E       |
| 2403      |         |
| 2413      | I       |
| 2503      | H D     |
| 2603      | A       |
| 2903      | P       |
| 3803      | E       |

### 2. Social Policy and Social Justice

- |           |       |
|-----------|-------|
| C IM 2743 | P C   |
| C IM 3953 | P C J |
| ECON 2203 | C E D |
| ECON 2403 | E P   |

ECON 4323	Public Communication and Governance
GE O 2013	Information and Governance
GE O 2023	Media and Information Age
GE O 3023	Advertising and Health
GE O 3733	Advertising and Advertising
HM 1006	Information and Health
HM 3013	Dissemination of Information and Communication
HM 3063	Government Communication and Communication and Health
HM 3113	Communication and Communication
HM 3123	Information and Health
HM 3133	Advertising and Journalism
HM 3543	Health and Family Planning
HM 3803	Health and Communication
NA I 3313	Communication and Information / Non-Information
NA I 3623	Non-Executive Communication
NA I 3803	Information and Communication / Executive Management
NA I 3813	Non-Communication and Communication
NA I 3843	Advertising and Information and Public
NA I 3853	Advertising and Information and Public
NA I 3863	Information and Health
OCI 2106	Communication
OCI 2416	Information
OCI 2423	Public and 1' and Public
OCI 2433	Public and 2' Communication and Public
OCI 2443	Communication and Executive
OCI 2523	Advertising and Advertising
OCI 3123	Media and Information
OCI 3413	Executive and Executive and Public and Governance and Information

### 3. Politics and Governance

ECON 1006	Information and Executive
ECON 2403	Executive and Public
ECON 2153	Public and Executive
ECON 3433	Executive and Governance
ECON 3443	Non-Executive and Executive
ECON 3453	Leadership and Executive
NA I 3703	Information and Executive and Information and Leadership and Decision
POL 1103	Communication and Governance
POL 2103	Communication and Communication and Public
POL 2113	Communication and Information and Communication and Public
POL 3103	Public and Public and Executive and Communication
POL 3113	Communication and Executive and Communication and Public
POL 3123	Communication and Communication and Executive
POL 3133	Communication and Communication and Communication and Executive and Executive
POL 3213	Media and Public and Communication
POL 3223	Communication and Public and Communication and Non-Executive and Public
POL 4103	Communication and Governance and Public
POL 3333	Information and Public and Executive

OCI 2106	C
OCI 2323	C
OCI 2513	C
OCI 3123	M
OCI 3693	D
OCI 3413	E
2903	P

#### 4. Law and Justice

C IM 1013	C
C IM 1023	C
C IM 2123	L
C IM 2223	J
C IM 2233	P
C IM 2243	C
C IM 2263	C
C IM 2943	
C IM 3123	C
C IM 3143	C
C IM 3243	A
C IM 3283	C
C IM 3803	C
C IM 3843	C
C IM 4133	I
C IM 4153	A
C IM 4403	F
C J 3003	G
ECON 2423	P
HM 1006	I
HM 3013	D
HM 3063	G
HM 3113	
HM 3123	I
HM 3133	A
HM 3543	H
HM 3803	C
NA I 3903	N
NA I 3913	N
NA I 3923	A
OCI 2313	D
OCI 2343	
OCI 3313	L
OCI 3323	L

#### 5. International Relations

C IM 3643	
C IM 4133	C
ECON 3343	B

HM 3123	I. H.
HM 3543	H. F. P.
POL 2303	C. P. D.
POL 2313	C. P. D. A.
POL 3303	G. P.
POL 3323	P. L. N. G.
POL 3413	E. E.
POL 3423	P. & E.
POL 2603	P. E. I. A.
POL 2613	I.
POL 2623	I. II
POL 3313	F. P.
POL 3503	H. F. P.
POL 3513	C. P. L.
POL 3523	I. A. P.
POL 3533	C. F. P.
POL 3603	N.
POL 3613	M. N.
POL 4603	I.
OCI 3153	I.