

College of Creative Arts and Media

College of Creative Arts and Media website: <https://creativeartsandmedia.wvu.edu> (<https://creativeartsandmedia.wvu.edu>)

Introduction

The College of Creative Arts and Media offers innovative curricula and real-world experiences that prepare students for careers in today's creative and media-focused professions. Graduates are well prepared to positively affect the quality of life in the community in which they live, work, and serve.

The College has an enrollment of over 2,000 students and is made up of four professionally accredited and nationally recognized Schools of Art & Design, Media & Communications, Music, and Theatre & Dance. Each School offers a range of undergraduate and graduate degrees addressing such fields as the creative and performing arts, advertising and communications, arts education and scholarship, design disciplines, journalism, marketing and public relations, museum studies, the recording industry, theatre technology, and the intersection of art and health.

Distinguished and credentialed faculty offer instruction in multiple, state-of-the-art facilities across campus and are committed to supporting students beyond the classroom to secure internships, study abroad experiences, mentorship programs, workshops, and research trips necessary to make them competitive. As a result, graduates of the College of Creative Arts and Media are ready to use their imaginative skills to create, educate, evaluate, communicate, and produce art, experiences, events, products, spaces, and services that have the potential to transform lives.

Degrees Offered

- **Master of Arts** in Art Education, Game Design, Music Business and Industry-online, Musicology, Music Theory, or Studio Art
- **Master of Fine Arts** in Acting, Costume Design and Technology, Lighting Design and Technology, Scenic Design and Technology, or Technical Direction
- **Master of Fine Arts in Art & Design** (with areas of emphasis in 2D Studio Painting, Photography, Print Media; 3D Studio and Public Art; Digital Art and Animation, or Graphic Design)
- **Master of Music** in Conducting, Music Education, Performance, or Piano Pedagogy
- **Master of Science** in Data Marketing Communications - online, Digital Marketing Communications - online, Integrated Marketing Communications - online, or Media Solutions and Innovation - online
- **Master of Science in Journalism**
- **Doctor of Musical Arts** in Conducting or Performance
- **Graduate Certificates**
 - Artist Diploma in Music Performance
 - Creative Strategy - online
 - Data Marketing Communications - online
 - Digital and Social Media - online
 - Healthcare Communication - online
 - Higher Education Marketing - online
 - Integrated Marketing Communications
 - Music Industry
 - Public Relations Leadership - online
 - Therapeutic Art

Our Purpose/Mission Statement

The College of Creative Arts and Media serves students, our university, community and state through innovation, teaching, research, scholarship and creative activity in the arts, media, strategic communications and sustainable design. We engage students to become principled, creative, ethical, curious, courageous and inclusive thinkers, leaders and contributors to society through free expression, experiential learning and interdisciplinary collaboration.

Values

In addition to WVU's values of:

Accountability, Appreciation, Curiosity, Respect and Service.

We Value:

Connection, Creativity, Diversity, Ethics, Excellence, Free expression, Innovation, Integrity, Public scholarship, Relevance and Sustainability.

Artistic and Scholarly Achievement

The College of Creative Arts and Media is committed to supporting students in external opportunities, internships, and jobs important to their discipline at the national and international levels through individualized advising to determine professional goals and travel grants, if needed. Students receive mentoring to create specific plans to apply for targeted opportunities and receive support, encouragement, expertise, and resource guidance for successful applications. We are dedicated to an ever-increasing positive presence of current West Virginia University College of Creative Arts and Media students beyond campus in the local, state, national and even international context.

Graduation Requirements

Each School in the College of Creative Arts and Media has specific graduation requirements for its programs. Students should refer to the individual program descriptions for graduation requirements.

For More Information

Additional information on programs of study and areas of emphasis within each degree can be found in the individual school's description in this catalog and/or on the School's website. Students may also contact the individual Graduate Director for each School's graduate program.

Art & Design

Graduate Director, School of Art & Design
Phone: (304) 293-4077 Website: <http://artanddesign.wvu.edu/>

Media and Communications

Graduate Director, School of Media and Communications
Phone: (304) 293-3505

Music

Graduate Director, School of Music
Phone: (304) 293-4532 Website: <http://music.wvu.edu/>

Theatre & Dance

Graduate Director, School of Theatre and Dance
Phone: (304) 293-6806 Website: <http://theatre.wvu.edu/>

General information about graduate study and life at West Virginia University can be found at <https://graduate.wvu.edu/>

ADMINISTRATION

DEAN

- Keith Jackson - D.M.A. (Arizona State University)
Philip J. Faini/Falbo Family Dean

VICE DEAN

- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
Widmeyer Professor in Public Relations

ASSOCIATE DEAN OF ACADEMIC AFFAIRS

- Sandra Schwartz - Ph.D. (University of Miami)

ASSOCIATE DEAN OF ENROLLMENT & STUDENT SUCCESS

- Gina Dahlia - M.S.J. (West Virginia University)

ASSOCIATE DEAN OF RESEARCH AND CREATIVE ACTIVITY

- Mikylah Myers - D.M.A. (University of Houston)

ASSISTANT DEAN OF ONLINE PROGRAMS

- Chad Mezera - M.S. (West Virginia University)

ASSISTANT DEAN OF PRODUCTION, PRESENTATION, OPERATIONS, & CULTURAL ENGAGEMENT

- Jamie Whoolery - B.F.A. and B.S.J. (West Virginia University)

DEAN AND PROFESSOR EMERITUS

- Philip J. Faini
- J. Bernard Schultz

Learning Outcomes

Specific learning goals for individual programs are listed under each School's section of the catalog. Due to the nature of the College's specialized degrees, none of these goals listed are intended to be comprehensive.

Admissions

REQUIREMENTS

Because of the nature of the arts, design, media, and communications, some students may be admitted under the individual consideration clause of the university's general admission policy. This category allows admission of exceptionally talented students in art, music, and theatre who might not meet the criteria for grade point averages and standardized test scores to be admitted to one of the College's programs of study.

Prospective graduate students should refer to the specific admission criteria of each School found in their program descriptions in this catalog and on the School's website.

TUITION

In addition to University tuition and fees, College of Creative Arts and Media students will also be charged College tuition. Music students (undergraduate and most graduate) and musical theatre undergraduate students will also be charged Applied Lesson tuition. Music minor students who must take applied lessons for their programs will also be assessed the Applied Lesson tuition.

ASSISTANTSHIPS, TUITION WAIVERS, AND FINANCIAL AWARDS

To assist in funding the cost of graduate education, West Virginia University and the College of Creative Arts and Media offer a number of financial assistance packages for qualified applicants. These include graduate assistantships, graduate tuition waivers, and cash awards.

Assistantships are offered in each School; however, the number of assistantships is limited and their award is competitive. Awards are based on availability as well as the quality of applicants and their potential for significant contribution to the School and College. Assistantships pay stipends, health insurance, and a university tuition waiver; there are some University and College fees not covered by assistantships. In return, graduate assistants provide approximately twenty hours of work per week during the nine month academic year with duties that range from instructional to service positions within each School.

For more information on assistantships, graduate tuition waivers, cash awards, application process, and important deadlines, please refer to each School's individual website.

Additional information on funding for graduate study at West Virginia University can be found at <https://graduate.wvu.edu/>

Certificate Programs

SCHOOL OF ART AND DESIGN

- Therapeutic Art (<http://catalog.wvu.edu/graduate/graduatecertificates/therapeuticart/>)

SCHOOL OF MEDIA AND COMMUNICATIONS - REED

- Creative Strategy (http://catalog.wvu.edu/graduate/graduatecertificates/creative_strategy/)
- Data Marketing Communications (<http://catalog.wvu.edu/graduate/graduatecertificates/dmc/>)
- Digital and Social Media (http://catalog.wvu.edu/graduate/graduatecertificates/digital_and_social_media/)
- Healthcare Communication (http://catalog.wvu.edu/graduate/graduatecertificates/healthcare_communication/)
- Higher Education Marketing (http://catalog.wvu.edu/graduate/graduatecertificates/higher_ed_marketing/)
- Integrated Marketing Communications (<http://catalog.wvu.edu/graduate/graduatecertificates/imc/>)
- Public Relations Leadership (http://catalog.wvu.edu/graduate/graduatecertificates/pr_leadership/)

SCHOOL OF MUSIC

- Artist Diploma in Music Performance (<http://catalog.wvu.edu/graduate/graduatecertificates/artistdiplomamusperform/>)
- Music Industry (<http://catalog.wvu.edu/graduate/graduatecertificates/musicindustry/>)

Students interested in online graduate certificate programs should contact Assistant Dean of Online Programs, Chad Mezera, via email at chad.mezera@mail.wvu.edu or phone at 304-293-5903.

Accreditation

West Virginia University and College of Creative Arts and Media degree programs are accredited by

- *National Association of Schools of Art and Design* (NASAD)
- *National Association of Schools of Music* (NASM)
- *National Association of Schools of Theatre* (NAST)

The Music Education program is fully accredited by the Council for the Accreditation of Educator Preparation (CAEP) and the West Virginia Department of Education

The Music Therapy program is fully accredited by the American Music Therapy Association (AMTA).

The Journalism program is accredited by *Accrediting Council for Education in Journalism and Mass Communication* (ACEJMC).

Certification in Public Relations is by the *Public Relations Society of America* (PRSA).

The Fashion Design & Merchandising program is an affiliate member of the Textile and Apparel Programs Accreditation Commission (TAPAC).

Courses

- Advertising (ADV) (p. 4)
- Advertising and Public Relations (ADPR) (p. 5)
- Art History (ARHS) (p. 5)
- Art (ART) (p. 7)
- Dance (DANC) (p. 11)
- Data Marketing Communications (DMC) (p. 11)
- Design Studies (DSGN) (p. 12)
- Design and Merchandising (DSM) (p. 12)
- Fashion Design and Merchandising (FDM) (p. 14)
- Integrated Marketing Communications (IMC) (p. 14)
- Interior Design (ID) (p. 17)
- Journalism (JRL) (p. 17)
- Media Studies and Technology (MDIA) (p. 19)
- Music (MUSC) (p. 20)
- Public Relations (PR) (p. 30)
- Strategic Communication (STCM) (p.)
- Theatre (THET) (p. 31)

ADVERTISING (ADV)

ADV 521. Mass Communication Research. 3 Hours.

Introduction to use of marketing research as a campaign strategy, research methodologies, and the generation, understanding, and application of marketing and advertising research findings. Lecture, in-class exercises, outside projects, individual and team assignments.

ADV 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation in advanced topics that are not covered in regularly scheduled courses.

ADV 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ADV 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ADV 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ADV 595. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

ADVERTISING AND PUBLIC RELATIONS (ADPR)

ADPR 521S. Audience Insights and Analysis. 3 Hours.

PR: ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315 with a minimum grade of C- or consent. Strategic communications research builds upon an understanding of advertising and public relations fundamentals, theory and practice. This course is designed to introduce advertising and public relations graduate students to communication research methods that are commonly used to identify problems and issues of concern; guide strategic planning, message development and placement; and evaluate plans and campaigns.

ADPR 559S. Advertising and Public Relations Campaigns. 3 Hours.

PR: ADPR 421 or ADPR 421S or ADPR 521 or ADPR 521S or STCM 421 or STCM 521 with a minimum grade of C- or consent. This course is the graduate level section of the advertising and public relations campaigns capstone course. As such, it draws heavily on students' previous training in principles, techniques, writing, and research methods to help lead and implement the development of a strategic communications campaign for a real organizational client.

ADPR 593. Special Topics. 1-6 Hours.

Study of advanced topics that are not covered in regularly scheduled courses.

ART HISTORY (ARHS)

ARHS 501. Independent Study. 1-15 Hours.

(May be repeated for credit) PR: Consent. Independent research, closely supervised, on topics of student's selection. Proposal must be well-defined and contain historical, critical, and theoretical issues. Contractual course.

ARHS 504. Asian Art. 3 Hours.

ARHS 507. Native American. 3 Hours.

Advance investigation of the visual material culture of the First Peoples of North American north of the Rio Grande, pre-contact to present. Focus on formal analysis with careful contextual studies.

ARHS 510. Intro Curatorial Practice. 3 Hours.

PR: ARHS 120 and ARHS 160. Specifically the role of the curator. The objective is to assess exhibition display and develop a critical perspective on curatorial practice.

ARHS 517. Gallery Studies. 3 Hours.

This course provides a hands-on approach to professional gallery management. Beginning with the practical considerations of daily operations, the course covers art handling, condition reports, packing and shipping artworks, installation, lighting, writing exhibition proposals, press releases, and reviews. Other coursework includes readings, written projects, interviews and presentations on contemporary and historical gallery topics and issues.

ARHS 520. Greek and Roman. 3 Hours.

PR: Consent. The architecture, sculpture, and paintings of the Aegean world, c.2000 BCE, Greece and Rome to 400 CE. Critical and historical context of this time period will be considered.

ARHS 531. Medieval. 3 Hours.

PR: Consent. The arts of Europe from c. 312 to c. 1350. The theoretical, historical, and literary contexts will be established. Architecture, sculpture, painting, and portable arts will be included.

ARHS 533. Medieval Architecture. 3 Hours.

Advanced investigation into the architecture of western Europe and its builders, from 313 through the sixteenth century: monumental buildings, architectural ornament, and the fusion of sacred and secular, in context of medieval world views.

ARHS 538. History of Stained Glass. 3 Hours.

ARHS 541. Art of the Review. 3 Hours.

PR: Grade of C- or higher in ARHS 120 and ARHS 160, Junior or Senior standing, or graduate status. This advanced readings and discussion-based seminar is designed to introduce students to the role of art criticism in the arts professions and to develop skill with writing for the unique format of the short exhibition review.

ARHS 544. Art Theory. 3 Hours.

PR: Consent. Examination of the development and tradition of the literature of Western art theory and its relationship to artistic practice.

ARHS 545. Modern Art Theory. 1-12 Hours.

(May be repeated for credit.) PR: Consent. Studies in art education and related areas. The development of a master's degree project in conjunction with a faculty committee.

ARHS 546. Medieval Painting. 3 Hours.

ARHS 547. Romantic Painting. 3 Hours.

Advanced investigation into artistic movements and the underlying cultural and intellectual factors that inspire painters to use imagination and appeal to the emotions, reflecting the complexity of both the world and the self.

ARHS 548. Women in Art. 3 Hours.

Graduate-level study and research on the art of female artist and of women as subjects in art. There will be an historical view along with a strong theoretical component.

ARHS 550. Northern Renaissance. 3 Hours.

PR: Consent. The arts of Northern Europe from 1350 to 1560 will be studied in an historical and theoretical context. Painting and sculpture will be the focus of study.

ARHS 554. Italian Renaissance. 3 Hours.

PR: Consent. Early Renaissance through Mannerism. The course will emphasize both the historical context and theoretical foundation of 15th-and 16th-century Italian art and architecture.

ARHS 560. Baroque. 3 Hours.

PR: Consent. Art of the late 16th through the early 18th centuries, of both Northern and Southern Europe. Issues of historical context and theoretical interpretation will be emphasized.

ARHS 570. American. 3 Hours.

PR: Consent. The arts in the United States from the Colonial to the Modern era placed upon factors which define American art and the critical foundations for the works.

ARHS 575. Nineteenth Century. 3 Hours.

PR: ARHS 120 and ARHS 160. The course focuses upon European and American art from the late 18th century through 1900. Issues of theory, historical context, and literary foundation will be considered.

ARHS 580. Modern. 3 Hours.

PR: Consent. The revolutionary experience of visual art, from its foundation in 19th century European movements through the modern era. Critical theory and historical context will be stressed.

ARHS 581. Modern Architecture. 3 Hours.

Advanced investigation of architecture from the industrial revolution to the present. Theoretical consideration of style, form, technique, material, and meaning in the architecture of the modern and contemporary periods.

ARHS 582. GPS-Architect Frank Lloyd Wright. 3 Hours.

Advanced investigation of the life and work of America's most noted and controversial architect. Close examination of his work in the context of the development of modern architecture.

ARHS 585. Print, Propaganda and Art. 3 Hours.

Advanced investigation of the history and theoretical implications of printing, printmaking, and other forms of imaging in the western world from the earliest printed materials to present.

ARHS 588. The Art of Andy Warhol. 3 Hours.

Advanced investigation of the ground-breaking and controversial art of Andy Warhol. Examination of his work in the context of 1960's Pop Art movement and recent contemporary art.

ARHS 589. Contemporary. 3 Hours.

PR: Consent. Exploration of the various artistic movements from World War II to the present. Emphasis will be given to the change from modern to postmodern. Familiarity with images and critical texts will be expected.

ARHS 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation in advanced topics that are not covered in regularly scheduled courses.

ARHS 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ARHS 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ARHS 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ARHS 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ARHS 601. Thesis. 3 Hours.

PR: Consent. Topic selected by student in consultation with art history faculty. Research must indicate familiarity with primary and secondary sources and regard for evidence of art historical research, methodology, and criticism.

ARHS 602. History of Chinese Ceramics. 3 Hours.

Advanced investigation of pre-history to present with emphasis on historical development of ceramics and culture of important dynasties in Jingdezhen, China. Students will visit historical archaeological sites, traditional production centers, and museums.

ARHS 605. Chinese Language and Cultural History. 3 Hours.

Covers basic cultural and written Chinese, an introduction to China's many cultures and customs, and a brief history of China. Field trips offer experiential learning at sites discussed in class.

ARHS 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation in advanced topics that are not covered in regularly scheduled courses.

ARHS 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ARHS 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ARHS 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ARHS 695. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

ARHS 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

ARHS 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or dissertation. (Grading may be S/U.).

ARHS 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision is needed during the writing of student reports (698), theses (698), or dissertations (798). (Grading is Normal.).

ARHS 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium, to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is Normal; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

ART (ART)**ART 502S. Game Design. 3 Hours.**

PR: First year graduate standing. Introduces the multiple components of a game environment and how to create meaningful interactive experiences on and off the computer. Focuses on core game design tasks in the professional practice of conceptualizing and prototyping board games and digital media-based games, including analytical and practical skills such as pitching, iteration, target audience identification, and planning for quality assurance.

ART 503. Game Theory. 3 Hours.

Critical theory and scholarship that addresses the idea of games as a form of designed human culture contained in complex aesthetic, immersive, and experiential artifacts. Addresses visual storytelling, temporal/spatial montage theory, and frameworks to understand player experience. Provides an overview of research methods and multi-disciplinary analytical paradigms for the study of games. Integrates the history of online and offline games.

ART 505S. Game Production. 3 Hours.

PR: ART 503. The technical creation of digital games, coding, game programming, and audio production for the game production pipeline. Hands-on development experience that transfers theoretical knowledge into the procedures and design decisions needed to production a functional game. Multiple game engines are employed in a series of game development project cycles.

ART 507. Focus Module. 1 Hour.

PR: Acceptance into the MA in Game Design program. Focus modules vary in topic to address state-of-the-industry expectations for game designers. The purpose of each single credit focus module is to provide game design MA candidates with the ability to develop a specific skill in game design and development. A sampling of topics include animation, 3-D modeling, digital photography, project management, sound editing, among many others.

ART 507A. Focus Module: Rigging 1. 1 Hour.

PR: Acceptance into the MA in Game Design program. Focus modules vary in topic to address state-of-the-industry expectations for game designers. The purpose of each single credit focus module is to provide game design MA candidates with the ability to develop a specific skill in game design and development. A sampling of topics include animation, 3-D modeling, digital photography, project management, sound editing, among many things.

ART 507B. Focus Module: Materials & Lighting. 1 Hour.

PR: Acceptance into the MA Game Design program. Focus modules vary in topic to address state-of-the-industry expectations for game designers. The purpose of each single credit focus module is to provide game design MA candidates with the ability to develop a specific skill in game design and development. A sampling of topics include animation, 3-D modeling, digital photography, project management, sound editing, among many things.

ART 507C. Focus Module: Orientation to Business of Game Design. 1 Hour.

PR: Acceptance into the MA in Game Design program. Focus modules vary in topic to address state-of-the-industry expectations for game designers. The purpose of each single credit focus module is to provide game design MA candidates with the ability to develop a specific skill in game design and development. A sampling of topics include animation, 3-D modeling, digital photography, project management, sound editing, among many things.

ART 515. Arts Administration. 3 Hours.

This course provides a practical approach to understanding arts management in not-for-profit organizations. Topics include facilities management, leadership, programming, audience development, board relations, and fundraising.

ART 542S. CAD and 3D Printing. 3 Hours.

This course is an introduction to Computer Aided Design (CAD) and 3D Printing for students with no prior experience in the subject. Students will learn how to use CAD software and imaging equipment to design 3D models and fabricate their prototypes and artwork using 3D printing, laser cutting, and other digital tools.

ART 564. Intro to Art Education. 3 Hours.

PR: Limited to graduate students who are seeking certification for teaching art. Introduction to objectives, procedures, resources, and activities related to art education for the culturally responsive and creative elementary arts educator. Emphasis on content knowledge and student growth and achievement connected to self-motivation, emotional wellbeing and active engagement. Limited to students enrolled in art education majors, or consent of school. Online lectures and activities.

ART 565. Pre-Student Teaching. 3 Hours.

PR: ART 564. Focuses on curriculum development to prepare students for teaching art. Studies curriculum theory and research, practices, and addresses the wide range of issues and topics of curriculum necessary for new teachers in the art field. Includes discussions of historical, sociopolitical and cultural aspects of schooling as they relate to art curriculum.

ART 566. Art Education: Secondary. 3 Hours.

PR: ART 564. Forms a foundation for using arts as an active process for learning at the secondary school level. Offers experiential and theoretical tools for understanding creativity and critical thinking in arts education, beginning with critical theory, visual culture, and individual pre-service teachers' art studio practice. Pedagogical approaches include an introduction to social justice issues and an anti-bias education.

ART 567. Technology Methods in Art Education. 3 Hours.

PR: Any graduate art or education major. Examines multiple aspects of classroom technologies used in art and design education. The course combines hands-on computer techniques, critical analysis of digital art and practical experiences in the K-12 classroom and focuses on the integration and teaching of new and emerging technologies within elementary and secondary school classrooms.

ART 580. Art and Environment. 3 Hours.

PR: Registered graduate student. Interdisciplinary studio/seminar course investigating art's relationship to the environment through readings, field trips, presentations, and studio practice.

ART 590. Teaching Practicum/Professional Practice. 1-3 Hours.

PR: Consent. This course is designed to develop aspects of college teaching experience such as writing a syllabus, organizing a classroom, or improvising with materials or topical issues. Preparation for establishing professional practice as a studio artist will be addressed.

ART 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

ART 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ART 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ART 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ART 595. Independent Study: Graduate Studio. 1-9 Hours.

PR: Consent. (May be repeated for credit.) Intensive, self-directed research involving special projects in studio production. Areas of study include, but are not limited to painting, drawing, intermedia, printmaking, sculpture, ceramics, and design.

ART 600. Graduate Exhibition and Thesis. 3-6 Hours.

PR: Consent. (May be repeated for credit.) Research will be directed towards the production of a solo exhibition and a written thesis which documents the processes and philosophical principles of the artwork.

ART 602. Master's in Art Education Project. 3-9 Hours.

PR: Consent. This course is designed to develop the master's project in art education. The in-depth project must be approved by the advising committee.

ART 603S. Thesis: Concept & Research. 3 Hours.

PR: (ART 502 or ART 502S) and ART 503 and (ART 505 or ART 505S). Develop the thesis game concept based on game industry, player experience, and artistic intention. Involves research of the digital games industry, identification of a design opportunity, development of a research question, systematic investigation, and formation of a game conceptual design in response to research conclusions.

ART 604S. Thesis: Design & Project Plan. 3 Hours.

PR: ART 603 or ART 603S. Design game and create the game design document, develop and document a detailed project plan to produce the game using original concept document and applying project management techniques. Define production team needs.

ART 606S. Thesis: Project Launch. 3 Hours.

PR: ART 604 or ART 604S. Begin thesis game production to create a functional game. Execute game development project plan to build a playable digital game. In order to complete the course, the game must receive faculty approval and be presented in demo format at a game conference.

ART 607S. Thesis: Production. 6 Hours.

PR: ART 606 or ART 606S. Complete thesis game and present for MA defense and professional conference. In order to complete the course, the game must receive faculty approval and be presented in demo format at a game conference.

ART 608. Game Design Residency. 1 Hour.

PR: Acceptance into the MA in Game Design program. Four-day all day on-campus annual game design conference; an online course frames and organizes the experience. Includes program orientation and on-boarding presentations for students newly accepted into the program, work-in-progress presentations by peers, and capstone project defense presentations by graduating students. Guest lecturers and game design competitions are included in residency activities.

ART 610. Introduction to Visual Arts Therapy. 3 Hours.

PR: Must have a bachelors degree in art, counseling, psychology, education, or special education. Introduces students to basic principles and practices of visual arts therapy through historical background, theoretical frameworks, and in-field issues. Provides information on pioneers in the field, how and where art therapists practice, training required for the profession, as well as interactive art explorations to incorporate art therapy principles into their own teaching and/or artistic practice. Online lectures and discussion.

ART 611. Theory of Art Education & Art Therapy. 3 Hours.

PR: Graduate standing. Introduces students to the historical, theoretical and philosophical foundations of visual arts therapy. Provides students with an overall understanding of how visual arts therapy relates to practice in art education. Specific theories relating to creativity development and visual literacy are explored.

ART 612. Art Methods/Materials for Special Populations. 3 Hours.

PR: ART 611. Provides students with in-depth understanding of art methods and materials used in artistic development of children, adolescents and adults, while using creative process of art making to enhance the physical, mental and emotional well being of individuals of all ages. Research, assigned readings, online discussions, and hands-on projects and critiques. On-campus art-making seminar is required.

ART 613. Art Assessments and Evaluations with Special Populations. 3 Hours.

PR: ART 611. Explores the assessment and evaluative practices of techniques, tools and concepts used in Visual Arts Therapy projects. Course consists of research, assigned readings, online discussions, written essays and visual explorations. A one day off-campus practicum is required.

ART 614S. Graduate Painting. 1-15 Hours.

PR: Consent. Encompasses the significant issues and developments of contemporary painting, including visual resources, critical and pictorial structures, and technical proficiency to establish a coherent aesthetic vision in the medium. (May be repeated for credit).

ART 620. Advanced Problems in Art Making. 3 Hours.

PR: ART 611 and ART 612 or students who have completed an MFA or an MA in Art Studio may waive this course per the consent of the instructor. Provides students with an in-depth understanding of advanced studio art experiences and practices used to enhance learning outcomes for students with physical, emotional or social disabilities. Students will teach individual lessons to a select population using the modified lesson plan developed in this course. On-campus seminar and off-campus practicum is required.

ART 623S. Graduate Graphic Design. 1-15 Hours.

PR: Consent. Integration of current and historic resources leading to the development of design projects while working within the independent and existing courses. Areas of special interest include the book arts and electronic multimedia. (May be repeated for credit.).

ART 624S. Graduate Graphic Design/Professional Practice. 1-6 Hours.

PR: Consent. Students assist and work on projects in a model studio setting, helping to coordinate and manage communication with clients, printers, and undergraduate students in graphic design studio. (May be repeated for credit.).

ART 626S. Graduate Sculpture. 1-15 Hours.

PR: Consent. Encompasses the significant issues and developments of contemporary three-dimensional form, including visual resources, critical theory, historic foundations and technical proficiency to establish a coherent comprehension of the media. (May be repeated for credit.).

ART 630S. Graduate Printmaking. 1-15 Hours.

PR: Consent. Encompasses the germane aspects of contemporary printmaking including visual resources, theoretical and historic structures, and comprehension technical processes, designed to establish a rigorous comprehension of the medium. Areas of specialization include lithography, intaglio, relief, serigraphy, and electronic media. (May be repeated for credit).

ART 632S. Graduate Photography. 1-15 Hours.

PR: Consent. Engages the essential issues and developments of contemporary photography, from traditional to digital photo processes, theoretical and pictorial foundations, and technical proficiency designed to afford a coherent aesthetic vision in the medium. (May be repeated for credit).

ART 634S. Alternative Media. 1-15 Hours.

PR: Consent. Engages the primary issues and developments of alternative and interdisciplinary media such as installation, video, performance art, or other media along with the critical foundation and technical proficiency to establish a comprehensive utilization of chosen forms. (May be repeated for credit.).

ART 640S. Graduate Ceramics. 1-15 Hours.

PR: Consent. Involves the essential concerns and developments of contemporary ceramics, including traditional and current practices. Emphasis is on technical processes designed to provide a rigorous comprehension and expression in clay. Area of specialization include both functional and sculptural ceramics. (May be repeated for credit.).

ART 690. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of art. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

ART 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation in advanced topics that are not covered in regularly scheduled courses.

ART 692. Directed Study. 1-6 Hours.

Directed study, reading, and or research.

ART 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ART 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ART 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ART 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

ART 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper, or equivalent scholarly project, or dissertation. (Grading may be S/U.).

ART 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision is needed during the writing of student reports (698). theses (698), or dissertations (798). (Grading is Normal.).

ART 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

ART 930. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g., education, community health, geology). These tuition-waived continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

DANCE (DANC)**DANC 591. Advanced Topics. 1-6 Hours.**

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

DANC 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project or dissertation. (Grading may be S/U.).

DANC 930. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g. education, community health, geology.) These tuition-waived, continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

DATA MARKETING COMMUNICATIONS (DMC)**DMC 561. Audience Segmentation. 3 Hours.**

PR: DMC 460 or DMC 660 or IMC 440 or IMC 640. This course examines how data can be used to break down mass markets into specific, reachable target markets. Students explore demographic data and other key indicators that can inform successful campaigns, and which data best serve the development of unique market segments to support specific marketing communication goals.

DMC 562. Message Customization. 3 Hours.

PR: DMC 460 or DMC 660. This course examines how data enables marketing communicators to customize messages to target audiences as small as a single consumer. Students will examine how to motivate consumers by provided brand communications that are relevant, timely and personal.

DMC 563. Brand Data Collection & Visualization. 3 Hours.

PR: DMC 460 or DMC 660. This course examines the benefits of mining your own brand data for insights that could influence marketing communications decisions with an emphasis on how that data can be presented visually to key stakeholders. Students will examine the relevant merits of internal versus external data collection and the proper times, sources and processes to engage in either.

DMC 564. Social Media Optimization. 3 Hours.

PR: DMC 460 or DMC 660. This course examines how data from social media can be leveraged to ensure marketing communications messages reach intended target audiences. Students explore gathering data from social media and customizing messages for maximum impact.

DMC 565. Customer Engagement Ethics & Strategies. 3 Hours.

PR: IMC 440 or IMC 640. This course examines contemporary content strategies for engaging customers through the channels and at the times they prefer. Students will learn to recognize and facilitate customer journeys that provide seamless user experience and path to purchase utilizing omnichannel marketing strategies.

DMC 571. Data Management Platforms. 3 Hours.

PR: DMC 460 or DMC 660. This course explores database platforms and how data can be analyzed to develop specialized and highly targeted marketing communications. Students will examine the relative merits of various platforms based on their specific needs.

DMC 572. Campaign Planning & Programmatic Media Buying. 3 Hours.

PR: DMC 460 or DMC 660. This course examines the automated media buying landscape with a focus on the tools used, risks and rewards of automated media buys. Students explore software platforms available for automated buying to understand the connection between how data input affects media buying output.

DMC 573. Campaign Metrics and Assessment. 3 Hours.

PR: DMC 460 or DMC 660 or IMC 410 or IMC 440 or IMC 610 or IMC 640. This course explores how data informs key performance indicators that define a campaign's success. Students examine how metrics can rely on data for maximum benefit and survey available metrics and assessment platforms.

DMC 574. Messaging for Customer Relationship Management. 3 Hours.

PR: DMC 460 or DMC 660. This course examines how data is leveraged for communications intended to retain current customers and acquire new ones. Students will explore how to accurately assess per customer lifetime value and utilize effective data-informed communications strategies to maximize and retain that value.

DMC 580. Data Marketing Communications Campaigns. 3 Hours.

PR: DMC 460 or DMC 660. This course is the capstone experience for the data marketing communications master's degree program. Students develop a cohesive marketing communications campaign that demonstrates both a conceptual and practical mastery of data driven marketing communications. This course must be completed in a student's final academic term.

DMC 660. Introduction to Data Marketing Communications. 3 Hours.

PR: Admission to the Data Marketing Communications program. This course is the introductory course experience for the data marketing communications master's degree program. Students will explore the fundamentals of using data to make marketing communications decisions, as well as topics including database marketing, loyalty programs, financial and marketing metrics, audience targeting and segmentation, data for digital marketing, data visualization and marketing automation.

DESIGN STUDIES (DSGN)

DSGN 520. Design Thinking. 3 Hours.

This course establishes the value of design thinking, identifies the components of the design thinking process, and helps students develop proficiency by using the process in multiple contexts.

DSGN 525. Design Ethics and Social Responsibility. 3 Hours.

The focus of this course is on personal and professional ethics as well as social responsibility. Throughout the course students will have an opportunity to formulate and evaluate a personal code of ethics and use that code as a guiding tool to understand, evaluate and propose socially responsible approaches in professional and personal settings.

DSGN 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

DESIGN AND MERCHANDISING (DSM)

DSM 512. Global Fashion Affairs. 3 Hours.

This course evaluates key issues facing fashion businesses in the global marketplace. It includes an examination of internal and external forces affecting political, economic, social, environmental and ethical production, and distribution of textile and apparel products.

DSM 535. Visual 3D Modeling and Rendering. 3 Hours.

PR: Consent. Develops students' abilities to apply digital three-dimensional instruments and techniques to effectively visualize and communicate the physical characteristics and phenomenal effects of existing and projected physical artifacts.

DSM 550. Precision Drawing and Modeling. 3 Hours.

PR: Consent. Develops student's working knowledge of the opportunities and constraints associated with using advanced digital representational instruments for precise design, visualization and construction of architectural environments.

DSM 560. Sustainability in Fashion. 3 Hours.

PR: Graduate student standing. This course examines sustainability in the context of cultural, economic, environmental, social, and technological policies and procedures of fashion industries. Factors analyzed include ethics, government policies, international labor standards, environmental regulations, company priorities, consumer responsibilities, economic impact, and worker rights.

DSM 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

DSM 620. Creativity, Innovation, and Design. 3 Hours.

Introduces students to the main concepts of creativity and innovation as related to design through experiential learning and theory evaluation.

DSM 622. Fashion Theory. 3 Hours.

PR: Graduate student status. This is an advanced readings course that examines the underpinnings of 'fashion' as a social phenomenon through a cultural studies and critical theory perspective. Students are introduced to fashion studies as a field including a review of the key theoretical works that have contributed to its evolution. Students will also reflect upon and articulate their 'why' for doing research.

DSM 650. The Creative Economies. 3 Hours.

PR: Consent. Provides theoretical underpinnings of the emerging creative economies and introduces analytical frameworks and models to evaluate the impact of creative industries and activities on sustainable economic development at community and regional levels.

DSM 673. Professional Development. 1-6 Hours.

DSM 673A. Professional Development. 1-6 Hours.

DSM 673B. Professional Development. 1-6 Hours.

DSM 673C. Professional Development. 1-6 Hours.

DSM 673D. Professional Development. 1-6 Hours.

DSM 673E. Professional Development. 1-6 Hours.

DSM 673F. Professional Development. 1-6 Hours.

DSM 673G. Professional Development. 1-6 Hours.

DSM 673H. Professional Development. 1-6 Hours.

DSM 673I. Professional Development. 1-6 Hours.

DSM 673J. Professional Development. 1-6 Hours.

DSM 673K. Professional Development. 1-6 Hours.

DSM 673L. Professional Development. 1-6 Hours.

DSM 673M. Professional Development. 1-6 Hours.

DSM 673N. Professional Development. 1-6 Hours.

DSM 673O. Professional Development. 1-6 Hours.

DSM 673P. Professional Development. 1-6 Hours.

DSM 673Q. Professional Development. 1-6 Hours.

DSM 673R. Professional Development. 1-6 Hours.

DSM 673S. Professional Development. 1-6 Hours.

DSM 673T. Professional Development. 1-6 Hours.

DSM 673U. Professional Development. 1-6 Hours.

DSM 673V. Professional Development. 1-6 Hours.

DSM 673W. Professional Development. 1-6 Hours.

DSM 673X. Professional Development. 1-6 Hours.

DSM 673Y. Professional Development. 1-6 Hours.

DSM 673Z. Professional Development. 1-6 Hours.

DSM 684. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of agriculture, forestry, and consumer sciences. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading will be S/U.).

DSM 689. Research Methods in Family Resources. 3 Hours.

PR: Introductory statistics or written consent. Research methodology, experimental design, and statistical analysis as relevant to problems in family resources.

DSM 690. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of agriculture, forestry, and consumer sciences. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be S/U.).

DSM 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

DSM 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

DSM 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

DSM 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

DSM 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

DSM 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

DSM 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

DSM 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is S/U; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

DSM 930. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g., education, community health, geology). These tuition-waived continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

FASHION DESIGN AND MERCHANDISING (FDM)

FDM 593. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

FDM 693. Special Topics. 1-6 Hours.

FDM 693. Special Topics. 1-6 hr. Study of advanced topics that are not covered in regularly scheduled courses.

INTEGRATED MARKETING COMMUNICATIONS (IMC)

IMC 511. Marketing Research and Analysis. 3 Hours.

PR: IMC 410 or IMC 610. This course combines secondary and primary research design to examine the role(s) of marketing research within an IMC campaign. Students learn to identify research problems, craft research objectives, and select appropriate qualitative and quantitative methodologies to develop an effective research strategy and analysis.

IMC 512. Audience Insight. 3 Hours.

PR: IMC 410 or IMC 610. This course provides an in-depth look at consumer behavior and its role in IMC. Students examines consumer behavior in terms of internal influences, external influences, the consumer decision-making process, and consumers and culture.

IMC 513. Brand Equity Management. 3 Hours.

PR: IMC 410 or IMC 610. This course explores strategic and creative decisions in managing, building and measuring the equity of brands. Students will demonstrate mastery by conducting a comprehensive brand audit.

IMC 514. Integrated Marketing Communication Media Analysis. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the role of media analysis and planning in integrated marketing communications. Students review basic terminology, media math and how to allocate resources during media planning.

IMC 515. Creative Strategy and Execution. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the creative process and how it influences integrated marketing communications strategy. Students employ techniques to refine their own creativity to empower them to actively participate in the design aspects of IMC campaign planning.

IMC 516. Direct & Digital Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course examines direct and digital marketing from an IMC perspective. Students explore database marketing, direct marketing message strategies across multiple media, direct and interactive marketing metrics, and the role of direct and interactive marketing in IMC campaign planning.

IMC 517. Consumer Sales Promotion. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the role that sales promotion plays in integrated marketing communications. Students examine how sales promotion can be effectively incorporated into the IMC mix, as well as the legal regulations and ethical implications when utilizing sales promotion techniques.

IMC 518. Public Relations Concepts and Strategy. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the capabilities of incorporating public relations within an integrated marketing communications approach. Students learn about leveraging earned media, determination of key publics, the legal and ethical responsibilities of PR practitioners, and emerging trends in the industry.

IMC 519. Emerging Media and the Market. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course explores how modern industry uses novel technologies to enhance the integrated marketing communications process. Students examine the creative and ethical issues unique to emerging media.

IMC 520. Research Methods. 3 Hours.

PR: IMC 410 or IMC 610. This course examines data analysis in marketing research. Students learn core statistical techniques, the application of statistical software, and the interpretation of statistical outputs.

IMC 521. Current Topics in Integrated Marketing Communication. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines significant current issues and trends in integrated marketing communication. Students participate in this hybrid course during the Integrate conference. Topics explored vary by term.

IMC 522. Multicultural Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course explores culture and the diverse marketplace in the United States and globally. Students focus on understanding racial and ethnic groups, and how brands must engage different groups in appropriate and authentic ways through integrated marketing communications.

IMC 523. Global Brand Communication. 3 Hours.

PR: IMC 410 or IMC 610. This course examines key strategies needed to develop strong global brands. Students address the importance of understanding local culture in communication and positioning, and explore emerging issues in brand globalization.

IMC 524. Cause Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course examines the mutually beneficial partnership of a for-profit business and a nonprofit organization. Students review case studies to explore the potential of incorporating cause marketing in an integrated marketing communications approach and framework.

IMC 525. Advanced Creative Concepts. 3 Hours.

PR: IMC 410 or IMC 610. This course emphasizes the creative aspects of executing an integrated marketing communications strategy, including visual branding, verbal branding, creative direction, and art direction. Students focus on conceiving, developing, expressing, and executing a coherent visual identity using a comprehensive strategy.

IMC 526. Business-to-Business Direct Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course examines strategies and tactics for incorporating a business-to-business approach (B2B) into an integrated marketing communications framework. Students will explore the differences of a B2B approach from business-to-consumer (B2C), as well as the considerations marketing communicators must take into account in order to be successful in B2B.

IMC 527. Healthcare Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course explores integrated marketing communication planning for the healthcare industry. Students learn the types of health communication initiatives, theories of health behavior change, issues in design and evaluation of healthcare marketing campaigns.

IMC 528. Applied Public Relations. 3 Hours.

PR: IMC 410 or IMC 610. This course emphasizes the utilization of public relations theories and strategies within an integrated marketing communications framework. Students examine topics relevant to public relations management such as business literacy, organizational culture, reputation management and ethics.

IMC 529. Mobile Marketing. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines marketing communications tactics through mobile technologies. Students create real-life mobile campaigns in the ever-changing wireless industry, discuss keys to establishing a competitive advantage, and examine emerging trends that impact strategic marketing communications planning.

IMC 530. Sports Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course explores integrated marketing communications within the sports industry. Students analyze the field's key differentiators, including consumers (fans and participants), endorsements, sponsorships, and consumption and usage patterns.

IMC 531. Crisis Communication. 3 Hours.

PR: IMC 410 or IMC 610. This course examines how integrated marketing communications professionals address crises, both proactively and reactively. Students explore case studies and current events to prepare them to respond to the myriad of potential crisis situations that today's organizations and individuals encounter.

IMC 532. Political Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course examines political marketing strategies through an integrated marketing communications framework. Students strategize and apply a political marketing plan within the context of today's elections and political climate.

IMC 533. Entrepreneurship in Integrated Marketing Communication. 3 Hours.

PR: IMC 410 or IMC 610. This course explores what it takes to be a successful integrated marketing communications entrepreneur. Students learn how to assess risk, raise capital, position a new entity, organize, and generate and maintain sales.

IMC 534. Digital Storytelling. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course explores advanced thinking and strategies for conceiving, developing and promoting digital content used in product marketing and is anchored in brand storytelling. Students create visual content (static & motion) that reaches targeted audiences across various channels.

IMC 535. Visual Information Design. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the power of imagery and how visual perception drives our memory. Students examine how to look at images, deconstruct layouts and apply color, design and typography to create effective verbo-visual messages for both print and digital channels.

IMC 536. Integrated Marketing Communication Campaigns. 3 Hours.

PR: IMC 410 or IMC 610. This course is the capstone experience for the integrated marketing communications master's degree program. Students produce a comprehensive campaign plan for a real-world client. This course must be completed in a student's final academic term.

IMC 537. Internal Brand Communication. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the role that internal communications can play in a company's integrated marketing communications framework. Students examine internal communication strategies and implementation, the use of consistent messaging, and company-to-employee crisis communication.

IMC 538. Public Affairs. 3 Hours.

PR: IMC 410 or IMC 610. This course explores ways to leverage public policy relationships and strategic partners to enhance an organization's brand and marketing strategy. Students examine case studies and industry trends to examine how government entities utilize public relations strategies and tactics.

IMC 539. Content Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the role of content in the evolving modern integrated marketing communications landscape. Students learn how to establish a content marketing plan and the steps necessary to achieve implementation.

IMC 541. Social Media and Marketing. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines the latest strategies for monitoring and engaging consumers in social media from a marketing perspective. Students explore popular platforms that brands use to connect with, engage and analyze target audiences.

IMC 542. Web Metrics and Search Engine Optimization. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines how marketers strategically gather online information to measure traffic, engagement and potential impact on ROI. Students explore search engine optimization (SEO) and social media optimization (SMO) strategies used to build a presence for clients.

IMC 543. Digital Video Production. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course introduces the technical, conceptual and creative skills needed to create and add videos into marketing communications campaigns. Students cover the basics of hardware and software for video projects. Students gain actual hands-on experience shooting and producing their own engaging video.

IMC 544. Digital Marketing Communication Campaigns. 3 Hours.

PR: IMC 440 or IMC 640. This course is the capstone experience for the digital marketing communications master's degree program. Students develop a creative, innovative, and complete digital campaign for a selected organization. This course must be completed in a student's final academic term.

IMC 545. Diversity & Inclusion in IMC. 3 Hours.

PR: IMC 410 or IMC 610. This course examines the practical application of diversity, equity, inclusion and belonging in integrated marketing communications. Students explore the impact of brand strategy focused to the diverse consumer, as well as the ethics and corporate social responsibility of marketing communicators when engaging diverse audiences.

IMC 546. Augmented Reality & Virtual Reality in IMC. 3 Hours.

PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines how brands are using transformational Augmented and Virtual Reality (AR and VR) platforms to expand customer interaction and build brand affinity. Students explore how brands have effectively combined these technologies as part of a larger marketing communications approach.

IMC 547. Higher Education Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course examines the role of integrated marketing communications in an ever-increasingly competitive American higher education landscape. Students explore the role of market analysis, audience segmentation, value messaging, marketing mix, budget and ROI assessment on higher education marketing initiatives.

IMC 549. Brand Evolution Strategy. 3 Hours.

PR: IMC 410 or IMC 610. This course explores strategies and tactics that are used to help brands innovate to compete within their marketplace. Students examine disruption and disruptive technologies, changing consumer demands, internal and external pressures from startups, talent erosion and changing market dynamics.

IMC 550. Influencer Marketing. 3 Hours.

PR: IMC 410 or IMC 610. This course explores the role of influencer marketing and how best to leverage individual tastemakers to fulfill marketing objectives. Students learn how to identify, qualify, and amplify the efforts of various influencer types available to marketers, and how to set accurate key performance indicators.

IMC 551. Podcast Production & Promotion. 3 Hours.

PR: IMC 410 or IMC 610. This course will focus on the essential skills for podcast production and promotion. Students will learn how to record, edit, and publish a professional podcast.

IMC 595. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

IMC 610. Introduction to Integrated Marketing Communications. 3 Hours.

PR: Admission to the program. Introduces students to the fundamentals of Integrated Marketing Communications (IMC). Students learn and apply the IMC planning process and examine the role of integration to ensure consistency of creative strategy and complementary use of traditional and digital media. This course also provides a comprehensive orientation to the WVU IMC graduate program.

IMC 611. Marketing Research and Analysis. 3 Hours.

PR: IMC 610. Examines the role of marketing research within an IMC campaign. Students learn to identify research problems and select appropriate quantitative and qualitative designs to address them. They will examine sampling, questionnaire design, data processing and how to communicate research needs and results.

IMC 612. Audience Insight. 3 Hours.

PR: IMC 610. Provides an in-depth look at consumer behavior and its role in IMC. Examines consumer behavior in terms of internal influences, external influences, the consumer decision-making process, and consumers and culture. Students also learn ethnographic research.

IMC 613. Brand Equity Management. 3 Hours.

PR: IMC 610. Explores strategic and creative decisions to manage, build, and measure brands. Brand management issues investigated include consumer perceptions, competitive analysis, new product development, crafting communication messages, crisis management, and development of marketing programs.

IMC 640. Introduction to Digital Marketing Communication. 3 Hours.

PR: Admission to the Digital Marketing Communication graduate program. This course is the introductory course experience for the digital marketing communications master's degree program. Students explore the fundamentals of digital media and the latest methods for collecting, creating and disseminating persuasive messages through digital media channels. This course must be completed in a student's first academic term.

IMC 648. Executive Communication & Leadership. 3 Hours.

PR: IMC 610. Provides a study of public relations, and reputation management and communication. The course includes an introduction to communication strategy, function and performance. Students will be introduced to the principles of executive and personal branding; media relations; community relations; multicultural and multigenerational communication; integrated marketing communication; crisis communication; social media; and how organizations manage relationships with important audiences.

IMC 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

IMC 693W. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

IMC 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

INTERIOR DESIGN (ID)**ID 593. Special Topics. 1-6 Hours.**

A study of contemporary topics selected from recent developments in the field.

JOURNALISM (JRL)**JRL 500. Introduction to Graduate Studies. 1 Hour.**

(Open only to accelerated masters program students.) Designed to orient students to graduate study.

JRL 504. Mass Media and Society. 3 Hours.

(Open only to accelerated masters program students.) Study of mass media's role in society.

JRL 518. Advanced Reporting. 3 Hours.

Students write carefully researched stories using skills they acquired in previous classes while applying literary journalism techniques. Course emphasizes immersion reporting - spending extended time with one subject as well as peripheral theoretical readings. (Lab fees.)

JRL 520. Advanced Journalistic Writing and Research. 3 Hours.

(Open only to accelerated masters program students.) Study of advanced journalistic writing and research techniques.

JRL 527. American Journalism History. 3 Hours.

An intensive look at the development of media from seventeenth-century England and the American Colonies. Press freedom and its implications to the nation and world are considered on theoretical, economic, and cultural levels.

JRL 528. Media Ethics and Law. 3 Hours.

PR: Consent. How ethics and law work together to help create and maintain the media environment. Examines ethical paradigms within a legal framework, with special emphasis on morality.

JRL 530. Social Media and Journalism. 3 Hours.

PR: Consent. This lab course identifies and applies the principles behind social media applications such as blogs and networking sites.

JRL 531. Multimedia Reporting. 3 Hours.

PR: JRL 220 or consent. Reporting/production for online media. Ethics and role of visual journalist. Software basics and use of audio, video and still photography in online reporting.

JRL 540. Visual Storytelling. 3 Hours.

Development of advanced analytical skills in digital photojournalism, photo editing and cross-media design. Graduate students connect the theoretical and technical realms of the visual story to appreciate its broader scope.

JRL 545. International Media 1. 1-3 Hours.

PR: Consent. A combination of classroom theory and practical application of the function of media in an international setting.

JRL 546. International Media 2. 1-6 Hours.

PR: Consent. Centers around a trip that involves the study of media in the country students are visiting. Usually a continuation of International Media 1.

JRL 556. West Virginia Uncovered. 3 Hours.

PR: Consent. Student teams will work with the instructor and editors at a regional publication to report and produce multimedia news-feature packages.

JRL 559S. Multimedia News Publication. 3 Hours.

PR: Admission to MSJ program and JRL 428 and JRL 489. In this lab/workshop style class, graduate students will produce stories and write a paper based on information from editors/producers.

JRL 587S. Advanced Video Reporting and Producing. 3 Hours.

PR: (JRL 380 or JRL 380S or JRL 386 or JRL 386S) with a minimum grade of C-. This course is run as an actual newsroom to teach students how to produce, gather and report news. Students are assigned "beats," and work individually and in teams to produce news for local broadcast. Students serve as the talent and/or technical crew during newscast tapings and learn how to promote their work and engage audiences via professional social media use.

JRL 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

JRL 594. Seminar. 1-6 Hours.

PR: Consent. Advanced study of methodological techniques. Research project chosen from area of student's major interest. A written report of the study undertaken is required.

JRL 595. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

JRL 600. Introduction to Graduate Studies. 1 Hour.

(Required of all graduate journalism students; accelerated master's program students must take JRL 500.) Designed to orient students to graduate study.

JRL 601. Research Methods. 3 Hours.

(Required of all graduate journalism students.) Study of quantitative methods common to research in communications. An introduction to sampling, measurement, analytic procedures, and data.

JRL 604. Mass Media and Society. 3 Hours.

(Required of all graduate journalism students.) Study of mass media and their role in and influence on society; includes analysis of the social, political, and economic determinants of media content and character.

JRL 620. Advanced Journalistic Writing and Research. 3 Hours.

(Required of all graduate journalism students.) Study of advanced journalistic writing and research techniques. Students will practice the writing and research techniques on topics of their own choosing. Academic or popular topics may be selected.

JRL 689. Ethics of Mass Communication. 3 Hours.

PR: Open to graduate journalism students; Consent. Introduction to ethical principles and their application in the development of mass media systems and societal changes; professional codes; case studies; current problems.

JRL 690. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of Journalism. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading may be S/U.).

JRL 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

JRL 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

JRL 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

JRL 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

JRL 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

JRL 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

JRL 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

JRL 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

JRL 930. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g. education, community health, geology.) These tuition-waived, continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

MEDIA STUDIES AND TECHNOLOGY (MDIA)**MDIA 510. Disruptions & Trends in Media Enterprise. 3 Hours.**

In this course students will analyze the current state of media, understand the complexities of social media algorithms and the impact that has on how news is distributed via various platforms. Students will also analyze online and offline journalism, business models and the political impact of media.

MDIA 514. Audience Development. 3 Hours.

This course looks into a publication's past, currently, and future audience. This course emphasizes an audience-first strategy for all facets of newsroom production — from story selection to storytelling and distribution. It will also look at new ways to engage the audience and community members.

MDIA 518. Community Journalism. 3 Hours.

This course focuses on understanding the role of local news as central to a healthy community with an informed citizenry. We will review the traditional roles of local journalism as well as focus on important new roles for local journalism such as hosting and moderating community dialogue, increasing news literacy, building trust and engaging with a community.

MDIA 519. Product Development for Newsrooms. 3 Hours.

Web programming and storytelling for digital audiences. Students will use HTML, CSS, PHP, and MySQL while learning how to operate and customize content management systems for digital publishing. Students will also design, storyboard, and script an interactive storytelling project that includes incorporating text, graphics and database information into interactive products.

MDIA 520. Next Gen News Analytics. 3 Hours.

Next Gen Analytics explores how news media are utilizing digital measuring tools, audience data, and metrics. Students will analyze data-centric trends in journalism, understand how analytical data is collected, and analyze and evaluate different metric types.

MDIA 528. Emergent Issues in Media Ethics & Law. 3 Hours.

This course is an in-depth exploration of the complex ethical and legal landscapes in which communication professionals perform their work, with an emphasis on key historical precedents, new cases and challenges related to emerging technology, digital disinformation and misinformation, artificial intelligence, new problems in social media and other current issues in journalism, public relations and advertising.

MDIA 555. Media, Identity, and Power. 3 Hours.

PR: Consent. This course explores the interrelated issues of media, identity, and power through various theoretical, historical, and ethical approaches.

MDIA 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MDIA 610. Disruptions & Trends in Media Enterprise. 3 Hours.

In this course students will analyze the current state of media, understand the complexities of social media algorithms and the impact that has on how news is distributed via various platforms. Students will also analyze online and offline journalism, business models and the political impact of media.

MDIA 614. Audience Development. 3 Hours.

This course looks into a publication's past, currently, and future audience. This course emphasizes an audience-first strategy for all facets of newsroom production — from story selection to storytelling and distribution. It will also look at new ways to engage the audience and community members.

MDIA 618. Community Journalism. 3 Hours.

This course focuses on understanding the role of local news as central to a healthy community with an informed citizenry. We will review the traditional roles local journalism as well as focus on important new roles for local journalism such as hosting and moderating community dialogue, increasing news literacy, building trust and engaging with a community.

MDIA 619. Product Development for Newsrooms. 3 Hours.

Product development and management for an audience-focused, digital-focused newsroom. Students will learn the best methods for managing new products and services across the organization to meet the needs of their internal and external audiences. Students will also design, storyboard, and script an interactive storytelling project that includes incorporating text, graphics and database information into interactive products.

MDIA 620. Next Gen News Analytics. 3 Hours.

Next Gen Analytics explores how news media are utilizing digital measuring tools, audience data, and metrics. Students will analyze data-centric trends in journalism, understand how analytical data is collected, and analyze and evaluate different metric types.

MDIA 689. Community Based Field Experience. 3 Hours.

This course focuses on identifying the best models for audience development, digital subscriptions, analytics, digital content strategy, community outreach and engagement that will lead to long-term sustainability within the media industry. Students will develop a cohesive acquisition proposal, an enhancement proposal or an industry-related playbook addressing a key problem in local media.

MDIA 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MDIA 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MDIA 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

MUSIC (MUSC)

MUSC 500. Secondary Performance: Bassoon. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on bassoon, with emphasis on methods and materials for school music teachers.

MUSC 500A. Secondary Performance: Cello. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on cello, with emphasis on methods and materials for school music teachers.

MUSC 500B. Secondary Performance: Clarinet. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on clarinet, with emphasis on methods and materials for school music teachers.

MUSC 500C. Secondary Performance: Euphonium. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on euphonium, with emphasis on methods and materials for school music teachers.

MUSC 500D. Secondary Performance: Flute. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on flute, with emphasis on methods and materials for school music teachers.

MUSC 500E. Secondary Performance: Guitar. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on guitar, with emphasis on methods and materials for school music teachers.

MUSC 500F. Secondary Performance: Horn. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on horn, with emphasis on methods and materials for school music teachers.

MUSC 500G. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 500H. Secondary Performance: Oboe. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on oboe, with emphasis on methods and materials for school music teachers.

MUSC 500I. Secondary Performance: Percussion. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on percussion instruments, with emphasis on methods and materials for school music teachers.

MUSC 500J. Secondary Performance: Piano. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on piano, with emphasis on methods and materials for school music teachers.

MUSC 500K. Secondary Performance: Pipe Organ. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on pipe organ, with emphasis on methods and materials for school music teachers.

MUSC 500L. Secondary Performance: Saxophone. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on saxophone, with emphasis on methods and materials for school music teachers.

MUSC 500M. Secondary Performance: String Bass. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on string bass, with emphasis on methods and materials for school music teachers.

MUSC 500N. Secondary Performance: Trombone. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on trombone, with emphasis on methods and materials for school music teachers.

MUSC 500O. Secondary Performance: Trumpet. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on trumpet, with emphasis on methods and materials for school music teachers.

MUSC 500P. Secondary Performance: Tuba. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on tuba, with emphasis on methods and materials for school music teachers.

MUSC 500Q. Secondary Performance: Viola. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on viola, with emphasis on methods and materials for school music teachers.

MUSC 500R. Secondary Performance: Violin. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on violin, with emphasis on methods and materials for school music teachers.

MUSC 500S. Secondary Performance: Voice. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on voice, with emphasis on methods and materials for school music teachers.

MUSC 500T. Secondary Performance: Hand Percussion. 1,2 Hour.

PR: Consent. Group or individual instruction in performance on hand percussion and related traditions with emphasis on methods and materials for school music teachers. (May be repeated for credit.)

MUSC 500U. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 500V. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 500W. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 500X. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 500Y. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 500Z. Secondary Performance. 1,2 Hour.

(May be repeated for credit.) Group or individual instruction in performance on a minor instrument (or voice), with emphasis on methods and materials for school music teachers.

MUSC 501. Music Ensemble. 2 Hours.

To rehearse and perform as part of one of the following WVU major ensembles: the Wind Symphony, the Symphonic Band, the Symphony Orchestra, the University Choir, and Big Band (Jazz Ensemble).

MUSC 561. Graduate Theory Review. 3 Hours.

Review of undergraduate basic musicianship (writing, ear training, sight singing, and analysis) for incoming graduate students with deficiencies. Not open to undergraduates.

MUSC 590. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of music. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

MUSC 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MUSC 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

MUSC 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MUSC 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

MUSC 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MUSC 610. Foundations of Recording Industry. 3 Hours.

PR: MUSC 611. The course covers development of the recorded music industry system, methods, and operations from mid 1800s to the present, with emphasis on the development of independent and major record labels, commercial and creative practices, technological progress, and social, cultural, economic and legal influences.

MUSC 611. Music Industry Regulations. 3 Hours.

Advanced analysis of the current scope and content of music industry regulations and their impact on today's music industry commercial models and practices. Structure and methods of collective music rights administration and enforcement mechanisms. Regulatory responses to music digitalization and digital market place.

MUSC 612. Music Product Advancement. 3 Hours.

PR: MUSC 611. Practices, tools, and creative concepts of music product advancement in today's music market place. Methods and organization of music product content, commercial communication, and distribution. Integrated music product advancement strategies and techniques.

MUSC 613. Music Performance Organization and Commerce. 3 Hours.

PR: MUSC 611. Advanced study of strategies, methods, and practices in the contemporary commercial music performance field. Regulations, organization and compliance procedures. Commercial production standards and processes.

MUSC 614. Advanced Recording Industry. 3 Hours.

PR: MUSC 611. Administration, regulations, and commercial strategies of today's recording industry. Recorded music product production planning, budgeting, organization, advancement, and sales in the digital and physical market place.

MUSC 615. Advanced Music Publishing. 3 Hours.

Main stream music publishing industry regulations, models, structures and organization. Current commercial practices, strategies, and procedures in music publishing. Catalog acquisition, administration and advancement methods and processes.

MUSC 617. Development of Music Technology. 3 Hours.

PR: MUSC 611. The course covers development of technological innovations and their influence on music industry production, reproduction, regulations, and commerce, from mid 19th century to present.

MUSC 619. Music in Multimedia. 3 Hours.

PR: MUSC 611. The course covers scope, development, creation, and production of music material for visual, interactive, and digital media applications, as well as regulations, licensing, and commerce of music in multimedia.

MUSC 620. International Music Industry. 3 Hours.

PR: MUSC 611. The course covers music industry systems, commerce, and regulations in major international music markets, as well as strategic options for entering and competing in foreign music markets, role of alliances with music industry partners from developing economies, and competing in emerging music markets.

MUSC 621. Artist Representation. 3 Hours.

PR: MUSC 611. The course covers practices, methods, and regulations of artist management in the music industry, including talent agencies, personal management, performance, publishing, and recording agreements, tours, and artist promotion.

MUSC 623. Recording Production. 3 Hours.

PR: MUSC 611. This course is an overview of music recording production theory and practice, including audio recording concepts, practices, equipment, software, standard professional recording techniques, and their implications on the production management.

MUSC 624. Live Music Production. 3 Hours.

PR: MUSC 611. This course is an overview of live music production theory and practice, including sound reinforcement concepts, practices, equipment, as well as standard professional live audio engineering and production techniques.

MUSC 626. Music Industry Project. 3 Hours.

PR: Taken after the completion of all the MA in Music Industry Program courses, or, by permission of the program director, during the last semester of the MA in Music Industry studies, concurrently with other courses. Comprehensive final project utilizing acquired competencies in creative, technical, and operational elements of the commercial music industry's methods and practices. The course involves initiation, creation, and execution of an approved professional music industry project. This course is taken when all the other courses in the MA in Music industry sequence are completed.

MUSC 630. Keyboard Performance and Pedagogy. 1-3 Hours.

(May be repeated for credit.) (Offered in one credit modules of which students may take one or more each semester.) Pedagogy, repertoire, interpretation, and other topics which will enhance preparation of private piano teachers.

MUSC 631. Survey of Orchestral Music. 3 Hours.

PR: 6 hours of upper-division music history or consent. Survey analysis of orchestral music from the late Baroque period to the present from the perspective of the conductor.

MUSC 632. Survey of Wind Music. 3 Hours.

PR: 6 hours of upper-division music history or consent. Survey and analysis of wind music from the late Baroque period to the present from the perspective of the conductor.

MUSC 633. Survey of Vocal Music. 3 Hours.

PR: 6 hours of upper-division music history. Survey of masses, oratorios, cantatas and opera from late Renaissance to the twentieth century. Sole repertoire will not be included.

MUSC 634S. Jazz Performance and Pedagogy. 1-3 Hours.

Methods and materials, observation. Offered in modules of which students may take one or more each semester: survey of jazz literature, survey of teaching technique, practical teaching/experience, or special topics. (May be repeated for credit.).

MUSC 640. Chamber Music: Brass. 3 Hours.

(May be repeated for credit.) Performance in small brass ensembles.

MUSC 641. Chamber Music: Guitar. 3 Hours.

(May be repeated for credit.) Performance in small guitar ensembles.

MUSC 642. Chamber Music: Jazz. 3 Hours.

(May be repeated for credit.) Performance in jazz ensembles, instrumental or vocal.

MUSC 643. Chamber Music: Percussion. 3 Hours.

(May be repeated for credit.) Performance in percussion ensembles.

MUSC 644. Percussion-Experiential Ensemble. 1 Hour.

Performance in percussion ensembles emphasizing music from non-Western cultures.

MUSC 645. Chamber Music: Percussion-Gamelan. 3 Hours.

(May be repeated for credit.) Performance in Gamelan ensembles.

MUSC 646. Chamber Music: Percussion Steel Band. 3 Hours.

(May be repeated for credit.) Performance in steel band ensembles.

MUSC 647. Chamber Music: Piano. 3 Hours.

(May be repeated for credit.) Performance in piano four-hand chamber music or performance by pianists in other ensembles.

MUSC 648. Chamber Music: String. 3 Hours.

(May be repeated for credit.) Performance in small string ensembles.

MUSC 649. Chamber Music: Voice. 3 Hours.

(May be repeated for credit.) Performance in small vocal ensembles.

MUSC 650. Chamber Music: Woodwind. 3 Hours.

(May be repeated for credit.) Performance in wind quintet and small woodwind ensembles.

MUSC 651. Chamber Music: Other. 3 Hours.

(May be repeated for credit.) Performance in small mixed ensembles.

MUSC 660S. Composition. 3 Hours.

PR: Consent. Primarily for candidates for graduate degrees in theory or composition. (May be repeated for credit.).

MUSC 670. Perspectives of Musicology and Ethnomusicology. 3 Hours.

A survey of western and non-western musics, with particular attention to historiographies, social contexts, and evolution of musical styles.

MUSC 671. Music History Pedagogy 1. 3 Hours.

Current and best practices in the teaching of undergraduate music history courses, including courses for non-majors and music majors (so-called survey courses). Topics include: Development of pedagogical models; learning objectives; syllabus design; textbooks/other teaching resources; and classroom technologies.

MUSC 672. Music History Pedagogy 2. 3 Hours.

PR: MUSC 670 with a minimum grade of C+. Continued study of current and best practices in the teaching of undergraduate music history courses, including courses for non-majors and music majors (so-called survey courses). Topics include: undergraduate writing; assessment design and implementation; performance and composition in music history courses.

MUSC 673. World Music Ensemble Pedagogy. 3 Hours.

An investigation of non-western instruments, ensembles, performance techniques, literatures, and pedagogies; the diverse scope of world music pedagogy, theory, and practice; materials commonly used in collegiate world music survey courses and world music ensembles.

MUSC 678. Masters Field Study. 2-4 Hours.

A school-based field study that demonstrates application of knowledge and skills from graduate study as a culminating project in music education.

MUSC 680. Music in the Elementary School. 3 Hours.

MUSC 681. Teaching Music Appreciation. 3 Hours.

MUSC 682. Contemporary Techniques in Classroom Music. 3 Hours.

PR: MUSC 382 or Consent. Principles and practice of contemporary techniques in elementary and junior high school classroom music, including those of Orff and Kodaly.

MUSC 683. Music Making in Middle School/Junior High. 3 Hours.

PR: MUSC 380, and MUSC 381, and MUSC 382 equivalent or Consent. Identification and sequencing of appropriate concepts and skills for general music class students. Selection and use of materials including popular music. Emphasis on student music-making activities. Evaluation procedures included.

MUSC 684. Music in Early Childhood. 3 Hours.

PR: MUSC 380, and MUSC 381, and MUSC 382, or equivalent, or Consent. Musical experiences for children three through ten years. Emphasis on intellectual, physical and social/emotional needs and characteristics of children. Materials and activities for developing music concepts, skills, and positive response.

MUSC 686. Instrumental Methods and Materials. 3 Hours.

PR: Consent. Methods, materials, and administration of K-12 instrumental music programs; sequential instruction; conceptual and skill development; aural and reading competencies in music. (Bi-weekly lab. 3 hr. lec.).

MUSC 687. Choral Music Methods and Materials. 3 Hours.

PR: Consent. Methods, materials, and administration of choral music programs; sequential instruction; conceptual and skill development; teaching aural and reading competencies. (Bi-weekly lab. 3 hr. lec.).

MUSC 688. General Music Methods and Materials. 3 Hours.

PR: Consent. Introduction to major pedagogical approaches used in K-12 general music classrooms; examination and development of materials and curricula; analysis of teaching and learning styles. (Bi-weekly lab. 3 hr. lec.).

MUSC 689. Master's Recital. 2-4 Hours.

PR: MUSC 499 Senior recital or consent. May be repeated for credit. Master's performance students shall be permitted to give a recital only after they pass a qualifying audition before a designated faculty committee at least six weeks before the recital is to be given.

MUSC 690. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of music. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

MUSC 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MUSC 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

MUSC 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MUSC 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MUSC 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

MUSC 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

MUSC 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

MUSC 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

MUSC 700. Performance: Bassoon. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for course.

MUSC 700A. Performance: Cello. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700B. Performance: Clarinet. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700C. Performance: Horn. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700D. Performance: Percussion. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700E. Performance: Piano. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700F. Performance: Pipe Organ. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700G. Performance: Saxophone. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700H. Performance: Trumpet. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700W. Performance. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700X. Performance. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700Y. Performance. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 700Z. Performance. 1-4 Hours.

PR: Open to qualified students in any field in performance. (May be repeated for a maximum of 24 credit hours.) Normally offered for two credits (one 30-minute lesson per week) or four credits (one 60-minute lesson per week). A student must demonstrate ability of grade-level 10 to receive credit for this course.

MUSC 704. Opera Theatre. 2 Hours.

Performance of major roles and advanced production techniques. Qualified students will undertake production-direction projects under supervision.

MUSC 710. Conducting. 3 Hours.

PR: MUSC 202 or equivalent. Instrumental and choral conducting. Major works are prepared and conducted through the use of recordings and music organizations.

MUSC 711. Conducting Seminar. 3 Hours.

PR: MUSC 710. Instrumental and choral conducting of major works under the supervision of the conductor of a major ensemble.

MUSC 720S. Applied Voice Teaching Technique. 1 Hour.

PR: Consent. Doctoral seminar intended to refine and further the skills acquired in MUSC 432 and MUSC 433. (May be repeated for a maximum of 6 credit hours.).

MUSC 721. Voice Acoustics/Teaching Technology. 2 Hours.

This course is designed to prepare students to have knowledge of, and be comfortable using, technical equipment that has become available for use in the voice studio. Detailed attention will be given to Voce Vista.

MUSC 722. Vocal Repertoire-Teaching: English and American. 1 Hour.

This course is designed to compile a database of repertoire, by language or style, for ease of use in voice studio. Repertoire will be examined for pedagogic usefulness and appropriateness.

MUSC 723. Vocal Repertoire-Teaching: Italian and Spanish. 1 Hour.

This course is designed to compile a database of repertoire, by language or style, for ease of use in the voice studio. Repertoire will be examined from a standpoint of pedagogic usefulness and appropriateness.

MUSC 724. Vocal Repertoire-Teaching: German. 1 Hour.

This course is designed to compile a database of repertoire, by language or style, for ease of use in the voice studio. Repertoire will be examined from a standpoint of pedagogic usefulness and appropriateness.

MUSC 725. Voice Repertoire-Teaching: French. 1 Hour.

This course is designed to compile a database of repertoire, by language and style, for ease of use in the voice studio. Repertoire will be examined from a standpoint of pedagogic usefulness and appropriateness.

MUSC 726. Vocal Repertoire-Teaching: Opera/Oratorio. 1 Hour.

This course is designed to compile a database of repertoire, by language and style, for ease of use in the voice studio. Repertoire will be examined from a standpoint of pedagogic usefulness and appropriateness.

MUSC 727. Vocal Repertoire-Teaching: Musical Theatre. 1 Hour.

This course is designed to compile a database of repertoire, by language and style, for ease of use in the voice studio. Repertoire will be examined from a standpoint of pedagogic usefulness and appropriateness.

MUSC 730. Master Class in Applied Repertoire: Keyboard. 2 Hours.

(May be repeated for credit.) PR: Consent. Designed to give coverage through performance of the literature of the D.M.A. in keyboard.

MUSC 730A. Master Class in Applied Repertoire: Voice. 2 Hours.

(May be repeated for credit.) PR: Consent. Designed to give coverage through performance of the literature of the D.M.A. in voice.

MUSC 730B. Master Class in Applied Repertoire: Percussion. 2 Hours.

(May be repeated for credit.) PR: Consent. Designed to give coverage through performance of the literature of the D.M.A. in percussion.

MUSC 730C. Master Class in Applied Repertoire: Organ. 2 Hours.

(May be repeated for credit.) PR: Consent. Designed to give coverage through performance of the literature of the D.M.A. in organ.

MUSC 733. Choral Literature. 3 Hours.**MUSC 737. Percussion Practices, Representations, and Pedagogy. 3 Hours.**

Examination of selected music from regions such as Africa, Asia, and Latin America; focus on music, instruments, and performance techniques and pedagogy.

MUSC 761. Theory Topics. 3-5 Hours.

(May be repeated for max. 8 hr. credit.) Various types of analytical and theoretical problems and approaches to their solutions.

MUSC 762. Pedagogy of Theory. 3 Hours.

PR: MUSC 264 or Consent. Consideration of various approaches to the teaching of theory.

MUSC 763. Analytical Techniques. 3 Hours.

Analytical techniques and their application to scholarship and performance, with emphasis on pre-twentieth century styles.

MUSC 764. Compositional Techniques in Contemporary Music. 3 Hours.

Analysis of twentieth-century music.

MUSC 765. Transcription and Arranging. 3 Hours.

(May be repeated once for credit.) PR: MUSC 266 or equivalent. Major projects in scoring for orchestra, band, or wind ensemble.

MUSC 766. Composition Pedagogy. 3 Hours.

PR: graduate composition major status. Seminar in teaching techniques, curriculum design, and assessment of talent of undergraduate composers. Teaching practicum included.

MUSC 771. Music Research and Bibliography. 3 Hours.

Introduction to research strategies to discover and critically evaluate print and electronic music resources in the search for new understanding of the field and related disciplines. Students will defray costs of a required field trip.

MUSC 779. Psychology of Music. 3 Hours.

Introductory study of musical acoustics and psychology of perception of music.

MUSC 780. Choral Techniques. 2 Hours.

PR: (MUSC 380 and MUSC 381 and MUSC 382) or equivalent. Advanced techniques and procedures involved in development of choral ensembles.

MUSC 781. Instrumental Techniques. 2 Hours.

PR: (MUSC 380 and MUSC 381 and MUSC 382) or equivalent. Advanced techniques and procedures involved in individual performance and instruction through lecture demonstrations by performance faculty.

MUSC 782. Historical Foundations of Music Education. 3 Hours.

Examination of the history of music education from classical antiquity to the present, with particular emphasis on practices in the United States; examination and application of historical research methods.

MUSC 783. Foundations of Music Education. 3 Hours.

PR: (MUSC 380 and MUSC 381 and MUSC 382) or equivalent. Survey and critical study of historical, philosophical, psychological, and sociological aspects of music education. Includes current trends in music education.

MUSC 784. Introduction to Research in Music Education. 3 Hours.

PR: (MUSC 380 and MUSC 381 and MUSC 382) or equivalent. Methods and measures necessary for conduct and understanding of research in music education.

MUSC 787. Vocal Pedagogy Internship. 2 Hours.

This course provides the opportunity for advanced study with a specialist in the student's chosen area of dissertation research. This may take place at WVU or externally after passing the comprehensive exams.

MUSC 788. Doctoral Recital. 1-5 Hours.

PR: MUSC 689 Master's Recital or consent. Number of credits depends upon length and content of the program; it must be approved in advance by the student's doctoral committee. Acceptance of the recital will be at the discretion of the doctoral committee.

MUSC 788B. DMA Graduation Recital. 1 Hour.

Final recital and culminating event in the DMA degree for Performance or Conducting. Program repertoire must be approved by DMA committee prior to performance.

MUSC 789. Lecture Recital. 2 Hours.

PR: MUSC 771.

MUSC 791. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MUSC 792. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

MUSC 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MUSC 795. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MUSC 796. Research. 1-3 Hours.

PR: Consent. Series of meetings that may include research presentations by students, faculty, or visitors; discussions of professional issues or current literature; or other varying topics.

MUSC 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

MUSC 900. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g. education, community health, geology.) The continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

MUSC 930. Professional Development. 1-6 Hours.

Professional development course provide skill renewal or enhancement in a professional field or content area (e.g., education, community health, geology). These tuition-waived continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

PUBLIC RELATIONS (PR)

PR 512. Fund Raising and Foundation Management. 3 Hours.

PR: Journalism graduate student or senior standing. Seminar. Studies in fund raising, alumni relations, and foundation management.

PR 522. Public Relations Case Studies. 3 Hours.

Graduate seminar based on in-depth studies of public relations programs developed and applied in support of our institutions. Primary emphasis on successful campaigns, but unsuccessful efforts also will be examined for causes of failure.

PR 524S. Crisis Communication. 3 Hours.

Crises can violate organization-public relationships, tarnish brands' reputations, and cause widespread human and material damages that are difficult for organizations, individuals, and communities to overcome. Ethical, evidence-based crisis communication play key roles. This course exposes students to the science and art of strategic crisis, emergency, and risk communication in a variety of contexts.

PR 526S. Advocacy Communication. 3 Hours.

The purpose of this course is to explore the literature and theories associated with advocacy communication, and to develop theoretical and practical implications by designing a study. In this course we will cover myriad advocacy communication topics including ethics, social movements, activism, digital advocacy, historical and international perspectives and policy advocacy.

PR 528S. Public Interest Communication. 3 Hours.

Public interest communication merges theory and practice to apply the art and science of strategic communication seeking widespread, sustained prosocial behavior change. Students explore science-grounded approaches toward communication in a variety of areas meaningful to society, such as public health, education, and various social movements. This course challenges and empowers students to use communication and media as responsible change agents.

PR 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

PR 593. Special Topics. 1-6 Hours.

PR: Consent. A study of contemporary topics selected from recent developments in the field.

PR 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

PR 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of students reports (698), or dissertations (798). Grading is normal.

PR 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is S/U; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

THEATRE (THET)

THET 510S. Programming for Lighting. 3 Hours.

PR: Consent. Intermediate to advanced programming methods and procedures for industry standard lighting consoles, including typical lighting console hierarchy and operation and its field application and implementation. Application and development of skills in general lighting electrics, lighting management and lighting networking set up and troubleshooting.

THET 520S. Principles of Stage Lighting. 2 Hours.

An exploration of lighting as a creative tool with emphasis on design development and equipment.

THET 523S. Costume Crafts Studio. 3 Hours.

This course will allow the graduate student to pursue research and intensive projects in the area of costume crafts through course work and lecture.

THET 524. Production Planning. 3 Hours.

Through the use of examples from the industry and an examination of current shows in the School's production program, this course will offer a detailed study of the principles and successful strategies of production planning. An emphasis will be placed on time and labor management and budgeting for theatrical productions.

THET 535. Grad Theatre Health and Safety. 3 Hours.

An overview of safety-related issues in the theatre and entertainment technology industries. Through formal lectures and practical projects, students will be introduced to applicable safety policies and codes. Students will also complete American Red Cross CPR and First Aid certification.

THET 540S. Graduate Vocal Techniques. 2 Hours.

In-depth vocal work, with special care taken to address each actor's individual qualities, beginning with breath, alignment, and release of habitual tension. Open resonance and free articulation to support the actor's voice.

THET 541S. Graduate Voice Techniques. 2 Hours.

PR: THET 540 or THET 540S. Continue the work introduced in THET 540S with text exploration. Introduce the International Phonetic Alphabet (IPA) and structure.

THET 542S. Graduate Stage Movement 1. 2 Hours.

Study of human movement in performance, including basic body awareness and anatomy, as well as Viewpoints and Suzuki training.

THET 543S. Graduate Stage Movement 2. 2 Hours.

PR: THET 542 or THET 542S. An intensive study of compositional techniques through the development of original performance materials using movement as a basis. Will include a study of the history of theatrical performance art works and artists.

THET 544S. Graduate Acting Studio 1. 3 Hours.

Foundation of the craft of acting including sensory elements ensemble building, environment, personalization, imagination, communication, conflict, and audition skills. Concentration is on modern and contemporary theatre.

THET 545S. Graduate Acting 2. 3 Hours.

PR: THET 544 or THET 544S. Exploration of acting techniques applicable to the late 19th century, early 20th century European playwrights.

THET 546S. Graduate Scene Study 1. 1 Hour.

The presentation of scenes before a panel of acting, voice and movement faculty for critique. (May be repeated four times for credit.).

THET 547S. Graduate Scene Study 2. 1 Hour.

PR: THET 546 or THET 546S. The presentation of scenes chosen from Shakespeare and other plays of heightened text, before a panel of acting, voice, and movement faculty for critique.

THET 590. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of theatre. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

THET 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses. Study may be independent or through specially scheduled lectures.

THET 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

THET 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

THET 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

THET 595. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

THET 600. Graduate Production Practicum. 1 Hour.

PR: Consent. (May be repeated for a maximum of 6 credit hours.) Participation in assigned performance or production projects.

THET 610. Research Methods. 3 Hours.

Methods of production research for graduate students in acting and design, with particular emphasis on writing, library use, and manuscript preparation.

THET 613S. Stage Management. 3 Hours.

An exploration of stage managers' techniques, skills, and responsibilities through exercises, research into the profession, and experience stage managing an actual production.

THET 615S. Graduate Portfolio Development. 3 Hours.

Lab course on the techniques of portfolio development, focusing on both digital and traditional portfolio formats and related general techniques of graphic and image preparation.

THET 621S. Graduate Theatre Make-up. 2 Hours.

PR: Consent. Lecture/laboratory course exploring practical and physical applications of a stage character with makeup. In-depth study of facial anatomy and potential alterations through two- and three-dimensional appliances.

THET 622S. Graduate Scene Design. 3 Hours.

Graduate-level study of scenic design including conceptualization, mechanical perspective, drafting, model building, and color rendering. Emphasis placed on translating the script into a visual design.

THET 623S. Advanced Graduate Scene Design. 3 Hours.

PR: THET 622 or THET 622S. Continued study of conceptualization and techniques of presentation used in the creation of scenic environments. Emphasis on alternative forms including opera, ballet, display, and industrial venues. (May be repeated for a maximum of 9 credit hours.).

THET 624S. Graduate Costume Design 1. 3 Hours.

Intensive study of basic design elements as applied to costume design. Script analysis leading to conceptualization and communication through visual language. Experience in practical organization skills, paperwork, and budgeting. Studio/rendering work.

THET 625S. Graduate Lighting Design. 3 Hours.

PR: THET 427 or consent. Lecture/studio; intensive practical experience of lighting design for the theatre. Emphasis is placed on conceptualization, drafting, and rendering techniques related to the development and presentation of lighting design. (May be repeated for a maximum of 9 credit hours.).

THET 626S. Graduate Costume Design 2. 3 Hours.

PR: THET 624 or THET 624S. Intensive studio/practical study of costume design. Exploring conceptual process of design for text, movement, dance, opera, and puppetry. Emphasis on rendering, composition, and fabric applications.

THET 627S. Graduate Costume and Decoration 1. 3 Hours.

A historical survey of clothing, artistic style, and decoration from ancient Egypt to 1750. Emphasis on how stage designers employ period style in the design of costumes, scenery, and properties. (Field trip required.).

THET 628S. Graduate Costume and Decoration 2. 3 Hours.

A historical survey of clothing, artistic style, and decoration from 1750 to the present. Emphasis on how stage designers employ style in the design of costumes, scenery, and properties. (Field trip required.).

THET 629. Graduate Computer Assisted Design Seminar. 3 Hours.

PR: THET 631 and THET 622 or consent. Advanced study of the computer- assisted graphic design for the stage.

THET 630S. Graduate Rendering Techniques. 3 Hours.

This course allows the graduate student to explore and develop rendering techniques for scenic, costume and lighting designs. Students will work in watercolor, acrylic, marker, and other media.

THET 631S. Graduate Drafting for the Stage. 3 Hours.

Advanced techniques in drafting in accordance with current graphic standards for stage design and technology. Refinement of technique and graphic style through projects and exercises.

THET 633. Graduate Stage Properties. 3 Hours.

An advanced studio course on the creation and organization of properties for the stage covering materials and construction techniques as well as research methods and keeping accurate paperwork.

THET 633S. Graduate Stage Properties. 3 Hours.

An advanced studio course on the creation and organization of properties for the stage covering materials and construction techniques as well as research methods and keeping accurate paperwork.

THET 635S. Graduate Scene Painting. 3 Hours.

Course will provide scene painting skills needed in the execution of any kind of scene design and art skills that crossover into rendering and design. Scene painting skill enhances the artistic range and marketability of scene designers and technicians.

THET 636. Advanced Stagecraft. 3 Hours.

Study and research into advanced technical procedures including welding, materials, wood joinery, and practical construction problem solving. Emphasis on the practices and development of skills through projects.

THET 640S. Advanced Graduate Vocal Techniques. 2 Hours.

PR: (THET 541 or THET 541S) or consent. Intensive vocal exploration with Shakespearean text, character choices, and dialect work.

THET 641S. Advanced Graduate Vocal Techniques 2. 2 Hours.

PR: (THET 640 or THET 640S) or consent. Continuation of THET 640S with emphasis on period style texts, vocalization during emotionally intense scenes and fights. Includes technical analysis of text with attention to screaming, crying, and other moments of emotional intensity.

THET 642S. Advanced Graduate Stage Movement. 2 Hours.

PR: (THET 543 or THET 543S) or consent. Advanced study of movement techniques for character work, including rhythms of basic language/movement connections and period styles of movement.

THET 643S. Advanced Graduate Stage Movement 2. 2 Hours.

PR: (THET 642 or THET 642S) or consent. Continuation of THET 642S through work on directed projects; special topics in issues related to physicality in performance.

THET 644S. Advanced Graduate Acting Studio 1. 3 Hours.

PR: THET 545 or THET 545S. Continued exploration of the acting process focusing on heightened text and issues of period and style using the works of William Shakespeare.

THET 645S. Advanced Acting Studio. 3 Hours.

PR: THET 644 or THET 644S. Exploration of acting techniques specific to comedy, comedy of manners, physical comedy and sketch comedy.

THET 650S. Graduate Study in Musical Theatre. 2 Hours.

PR: THET 645 or THET 645S. Advanced musical theatre performance study with solos and scenes focusing on Stanislavski principles of objective and action along with interpretation choices within music composition.

THET 651S. Graduate Acting for the Camera. 2 Hours.

PR: THET 645 or THET 645S. Exploration of the principles of acting for the camera using multiple on-camera acting exercises. The course includes performance as well as audition skills.

THET 690. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of theatre. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

THET 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses. Study may be independent or through specially scheduled lectures.

THET 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

THET 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

THET 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

THET 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

THET 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

THET 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/ U.).

THET 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

THET 699. Graduate Colloquium. 1-6 Hours.

THET 699. Graduate Colloquium. 1-6 hr. PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

THET 710. Structural Design for the Stage. 3 Hours.

Structural Design for the Stage focuses on the safe design of scenic structures. Mathematical equations are defined to provide a foundation of how to approach structural challenges in theatre making sure scenic elements are safe and load bearing for production needs.

THET 712. Entertainment Rigging. 3 Hours.

Examines the tools, equipment, hardware, and safety practices in the entertainment industry. Rigging exploration ranges from traditional theatrical houses to concert settings.

THET 720. Seminar in Production Research. 3 Hours.

PR: THET 610 and THET 622 or THET 626 or THET 625. Seminar approach to individual design projects with oral and written presentations of research materials. Intensive critique within class by faculty and peers.

THET 721. Professional Aspects of Design. 3 Hours.

PR: THET 622 and THET 624 and THET 625. An in-depth work in the packaging and presentation of the design portfolio, resume writing, and job opportunities. Emphasis is placed on methods of making a successful transition from an academic environment into the performance industry.

THET 725S. Portfolio Development. 1 Hour.

Independent studio work supervised by faculty mentor to prepare the designer portfolio for professional presentations and interviews.

THET 726. Graduate Automation. 3 Hours.

PR: THET 629. Graduate Automation is the exploration of motorized equipment used in the arts and how it can be utilized for production purposes. Topics from electricity to mechanical design will be discussed.

THET 740S. Advanced Graduate Vocal Techniques 3. 2 Hours.

PR: THET 640 or THET 640S. The student will focus on more advanced dialect and vocal techniques to refine and ready the student's skills for the professional world. Microphone techniques will be introduced as well as development of voiceover techniques and copy.

THET 742S. Advanced Graduate Stage Movement 3. 2 Hours.

PR: THET 643 or THET 643S. The final course in the Graduate Acting movement sequence. An introduction to stage violence, specifically unarmed combat and basic rapier.

THET 750S. Graduate Showcase 1. 1 Hour.

PR: THET 645 or THET 645S. Preliminary preparation for Graduate Actor's Showcase. The showcase gives the graduating MFA actor the opportunity to demonstrate his/her skills for an audience of professional agents, casting directors, producers, and directors.

THET 751S. Showcase Development. 2 Hours.

PR: THET 624 or THET 624S. Using skills learned in monologue and scene work, students will develop a performance of selected works, develop a mailing list of professional agents, and perform two showcases.

THET 771. Contemporary Theatre Organizations. 3 Hours.

PR: THET 610. This course studies the philosophical and organizational structure of modern and contemporary theatres (1898-present). The class will function as a graduate seminar.

THET 780. Thesis Research & Writing. 3 Hours.

This course provides formal supervision during the writing of a graduate thesis document. Thesis is a requirement to achieve an MFA in the areas of Acting and Design/Technology in the School of Theatre and Dance.

THET 790. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of theatre. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

THET 791. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation in advanced topics not covered in regularly scheduled courses. Study may be independent or through specially scheduled lectures.

THET 792. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

THET 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

THET 795. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

THET 796. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

THET 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

THET 900. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g., education, community health, geology). The continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.