



DIGITAL MEDIA MAJOR

Professor: L. Webster
Instructor: C. Cox

Contact: Dr. Linda Webster
Email: Linda.Webster@wcmo.edu

Communication in today's world goes far beyond the traditional hard copy documents or in-person presentations. The last few years have seen a tremendous growth in other forms of digital communication to facilitate increases in distance learning, remote working, online collaboration, etc. Graduates in today's digital world need to understand and be able to effectively communicate using various digital media platforms. This interdisciplinary major will provide students with knowledge, skills, and techniques for effectively managing the digital assets and media platforms of an organization to achieve specific goals, facilitate effective communication, establish a common theme and appearance, and meet specific informational or persuasive goals in order to reach a target audience to inform, persuade, or gain competitive advantage.

Combining courses in the disciplines of business, marketing, English, journalism, and computing technology, this major presents a set of core courses that provide foundational understanding of digital media. Students will then complete the major by choosing courses from a list of upper-level of electives which provide them opportunity to explore each of these disciplines in more depth. By selecting elective courses from discipline specific options, students may earn a concentration in either Writing, Editing, and Design; Digital Marketing; or Digital Content Production. Concentrations within the major are noted on the student's college transcript. Majors must earn a grade of C- or better in all major courses.

This major will serve students who are interested in web design, digital media, digital marketing, technical and web writing, digital journalism, digital content production, and digital content management. It will also serve students in other majors who desire to learn more about digital media or who desire to become a media specialist within their own academic discipline.

Students who complete the Digital Media major are prepared to enter a variety of career paths in business, marketing, communications, media, web management, technical writing, content design, and computing in business, non-profit, and industry organizations. Courses in this major will also support students in other majors or academic disciplines in which digital communication is utilized. Students will also be prepared for a variety of graduate programs in the business, computing, or media disciplines.

You can find the course descriptions for all courses required for this major by clicking on the following links:

- [Business Courses](#)
- [Computer Systems Analysis Course Descriptions](#)
- [Computing and Digital Technology Course Descriptions](#)
- [Cybersecurity Course Descriptions](#)
- [Digital Media Course Descriptions](#)
- [Economics Courses](#)
- [English Course Descriptions](#)
- [Journalism Course Descriptions](#)
- [Marketing Course Descriptions](#)

Major: **DIGITAL MEDIA MAJOR**

Student's Last Name

First Name

Middle Initial

Advisor

Date Major Declared

| Course # | Title of Course | Hours Required | Semester Completed | Grade |
|--|---|-----------------|--------------------|-------|
| Core Required Courses: | | | | |
| CBR 220 | Information Security | 3 | | |
| DIG 2xx | Introduction to Digital Media | 3 | | |
| DIG 2xx | Graphic Design | 3 | | |
| DIG 2xx | Media Design and Human Behavior | 3 | | |
| DIG 250 | Web Page Design | 3 | | |
| DIG 3xx | Social Media and Marketing | 3 | | |
| DIG 470 | Digital Media Capstone I | 3 | | |
| DIG 480 | Digital Media Capstone II | 3 | | |
| ENG/JMP 265 | Technical and Web Writing | 3 | | |
| | Total Required Courses | 27 | | |
| To complete a Digital Media major with no concentration, 15 required elective credit hours selected from approved courses in any of the concentration areas below in addition to the 27 hours of required courses. | | | | |
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| | Total Required Elective Hours | 15 hours | | |
| To complete a Digital Media major with a concentration in Writing, Editing, and Design, 15 required elective credit hours selected from approved courses in this concentration in addition to the 27 hours of required courses. | | | | |
| ENG 248 | Foundational Myths and Rebellious Stories | 3 | | |
| ENG 270 | Expository Writing | 3 | | |
| ENG 275 | Introduction to Creative Writing | 3 | | |
| ENG 355 | Gothic Lit | 3 | | |
| ENG 376 | Creative Non-fiction | 3 | | |
| ENG/JMP 220 | Janus and the World of Publishing | 3 | | |
| ENG/JMP 260 | Introduction to Journalism | 3 | | |
| ENG/JMP 355 | Message and the Media | 3 | | |
| ENG/JMP 380 | Introduction to Digital Humanities | 3 | | |

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| | Total Required Elective Hours in the Concentration | 15 hours | | |
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| To complete a Digital Media major with a concentration in Digital Marketing, 15 required elective credit hours selected from approved courses in this concentration in addition to the 27 hours of required courses. | | | | |
| BUS 250 | Principles of Marketing | 3 | | |
| BUS 330 | Advertising and Brand Management | 3 | | |
| BUS 334 | Consumer Behavior | 3 | | |
| BUS 345 | Digital Marketing | | | |
| ECN 355 | Research Methods for Business/Social Science Applications | 3 | | |
| | Total Required Elective Hours in the Concentration | 15 hours | | |
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| To complete a Digital Media major with a concentration in Digital Content Production, 15 required elective credit hours selected from approved courses in this concentration in addition to the 27 hours of required courses. | | | | |
| CSA 351 | Project Management | 3 | | |
| DIG 3xx | Digital Photography | 3 | | |
| DIG 3xx | Audio Production | 3 | | |
| DIG 3xx | Video Production | 3 | | |
| DIG 3xx | Web Development II | 3 | | |
| DIG 3xx | Search Engine Optimization | 3 | | |
| | Total Required Elective Hours in the Concentration | 15 hours | | |
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| | Total Hours Required for the Major | 42 hours | | |
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If any substitutions or waivers of requirements are allowed, please list below and initial.

BUS – Business

BUS 131 Intro to Business (3 hrs.) This introductory course will briefly explore the critical topics of the business environment. Beginning with business trends in the global environment, the course moves through small business ownership and how economics affects business, working with and understanding employees, fundamental marketing, human resource management, and managing financial resources. This is an excellent course to explore the subject matter of the general business world for those who have not done any business courses before and would like to get an introduction to the subject matter or to pursue further studies in the various fields in business administration. This course does not count as an elective in the business administration department and is meant for non-business major students interested in exploring the basics of the major. It will count for credit towards graduation.

BUS 205 Introduction to Sports Management (3 hrs.) This course is an introduction to the contemporary world of sport business. The learning objectives of the course will be addressed in three discrete modules over the course of the semester. The first module introduces basic sport management concepts. In this module, students will learn what constitutes managing a sport, how to develop a professional perspective in the sport industry, and basic management concepts and practices in sport organizations. The second module dives deep into various segments of sport management. In this module, students will explore topics specific to sport participation, interscholastic athletics, intercollegiate athletics, professional sport, international sport, and new developments in the sport industry. The final module relates specific to sport business and management concepts. Using the sports industry perspective, many business principles will be covered, such as: marketing, strategic management, communication, sales and revenue generation, facility management and finance.

BUS 210 Spreadsheet Application in Business (3 hrs.) This course is designed to enable students to use Microsoft Excel to perform important data analysis and presentation for various business problems and thereby provide essential decision-making support to management. In the first few weeks of the course, students work on developing a functional understanding of Microsoft Excel by learning its basic capabilities for data analysis and presentation. Then the course exposes the students to more advanced data analysis tools in Excel such as Scenario Manager, Data Tables, Solver, etc. for a more complicated and comprehensive analysis of business problems. In the later part of the course, students learn to use Excel for important statistical analysis including descriptive statistics, regression analysis, randomized experiments, forecasting, etc.

BUS 220 Fundamentals of Management (3 hrs.) An introduction to the basic concepts of management and organization. A review of the historical development of management practices will precede the core areas of study, which include the processes of decision making and planning in organizations, concepts of organization design, measurement and control of organizational performance, and leadership and the direction of human activity. Case studies of actual organizations are used.

BUS 221 Organizational Behavior (3 hrs.) This course explores management practice in the workplace with an emphasis on the dynamics of individual and group behavior. Topics include organizational structure and design, managing in a global context, conflict in organizations, organizational culture, decision-making, group dynamics, and other contemporary issues in organizational behavior.

BUS 223 Business Law (3 hrs.) This course is designed to provide an understanding of rights, duties, and liabilities in business transactions. Topics covered include contracts, agency and employment, negotiable instruments, personal property, bailments, sales of goods, partnerships, corporations, real property and leases, insurance, security devices, bankruptcy, trusts, estates, and government agencies and regulations.

BUS 250 Principles of Marketing (3 hrs.) A survey of current concepts in marketing theory. Topics include the theory of exchange; product characteristics; channels of distribution; sales, promotion, and price policy; marketing research; and the “marketing concept.”

BUS 305 Industrial-Organizational Psychology (3 hrs.) This course applies the principles of psychology to work and other organizational settings. It presents both traditional industrial applications (personnel selection, job design, training, and performance evaluation), more recent perspectives on organizational performance (group dynamics, romance in the workplace, leadership, problem solving, organizational design, organizational development, and organizational culture and socialization), recent work in ergonomics and engineering psychology, and consumer psychology. Offered occasionally. Prerequisites: PSY 112 or 113.

BUS 315 Sport Promotion and Sales Management (3 hrs.) This course is designed to give the student hands on experience with a professional or non-profit sports enterprise. Working with local and regional organizations, the students will develop a marketing or promotion plan or design and perform a research project. This is the capstone course for the Sports Management major. Prerequisites: ACC215, BUS 205, BUS220, and BUS250.

BUS 322 Cross Cultural Management (3 hrs.) This course explores ethnic, behavioral, demographic, and religious dimensions to show how cultural factors affect behavior in the US workplace and how cultural behavior affects managerial action. Within a guiding framework of contemporary management practice, particular emphasis is focused on dispelling stereotypical thinking, and identifying the interpersonal skills needed to be a successful and effective manager with a diverse workgroup. Prerequisite: BUS 220.

BUS 325 Entrepreneurship (3 hrs.) This course is designed to develop an understanding of the environment within which small business concerns function. The practical application of business theory will be stressed. Topics include areas of management, advertising, marketing research, customer credit, financing, and personnel. Prerequisites: ACC 215 and BUS 250.

BUS 326 Human Resource Management (3 hrs.) A review of the human resource management function in which the practices and underlying theory of the procurement, development, and the maintenance of the individual in an organization will be examined. The basic issues of employee satisfaction and employee productivity will be analyzed throughout the course. Cases will be utilized to explore the various concepts introduced. Prerequisites: BUS 220 or BUS 221.

BUS 327 Operations Management (3 hrs.) This course covers basic concepts, practices, and current themes of Operations Management in both production and service industries. Students learn how to make operations decisions such as those relating to capacity planning, inventory management, quality control, facility layout, and product design. Analytical and qualitative tools, as well as key metrics, are applied to real life and realistic problems. The class also emphasizes the interrelatedness and complexity of real-life operations and their place in strategic, global, and ethical contexts. Prerequisites: MAT 114, BUS 210.

BUS 330 Advertising and Brand Promotion (3 hrs.) This course examines the role of advertising in marketing and in society. Topics include communication theory, deception, regulation, the advertising campaign, message tactics, and media tactics. Prerequisites: BUS 250.

BUS 334 Consumer Behavior (3 hrs.) A detailed study of the forces that shape the process of consumer motivation and decision-making. Topics include theoretical models of consumer choice processes and the influences of culture, lifestyle, and demographics on the consumer. Marketing strategy formulation will be stressed. Prerequisites: BUS 250.

BUS 337 Labor Relations (3 hrs.) This course will examine the evolution of the labor movement since the mid-nineteenth century, particularly labor-management relationships. Topics covered will include: labor laws and other legal influences, union organizing, collective bargaining negotiations, administration of contracts, grievance processing, organizations' and unions' adaptation to the changing environment of the 1990s and the future. Prerequisites: BUS 220.

BUS 345 Digital Marketing (3 hrs.) This course is designed to provide knowledge and awareness of the digital marketing techniques needed for successful marketing campaigns in a digital economy. In addition, the course will also provide the students with a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping them with the skills they'll need to become a successful digital marketer. Prerequisite: BUS 250. Course offered every year in fall.

BUS 353 Non-Profit Management (3 hrs.) This course emphasizes a research experience that produces a business plan for a new nonprofit organization. Students will work in small groups and choose projects from various nonprofit ventures designed by the instructor that will produce workable operating plans to manage such nonprofit organizations. Students should expect a high level of interaction with the instructor, their fellow group members, and other students in the class as research results and methods are shared and analyzed. Classwork on the project will be supplemented with appropriate lecture and discussion topics relevant to understanding nonprofit organizations and how to manage them. Additionally, this course is meant to provide a capstone experience for the Nonprofit Management Certificate. This course also qualifies as an elective in the ABEF department and as an elective for the Management Concentration of the Business Administration degree. Prerequisites: BUS 220 or BUS 221 or BUS 250.

BUS 360 Decision Making (3 hrs.) This course studies how human beings make decisions, and how those decisions can be predicted, modeled, and improved. It covers a selection of behavioral and quantitative tools and perspectives, such as utility theory, risk preferences, decision trees, influence diagrams, value of perfect and imperfect information, linear programming, sensitivity analysis, what-if and scenario analysis, multicriteria decision making, and group decision making. This course can fulfill the analytical requirement of the Business major (as an alternative to BUS 327 and ECN 351).

BUS 364 Introduction to Qualitative Research (3 hrs.) This course explores the foundations and methodology of naturalistic inquiry. Topics include an examination of contemporary qualitative research paradigms, methodology, personal interviewing, interview guides and question construction, performing observations, focus groups, protection of subjects and privacy, and coding and analysis of data. Students will perform interviews and observations, code and analyze data, and participate in a group doing an open-ended qualitative survey project. Prerequisites: BUS 220 or BUS 221 or BUS 250.

BUS 367 Hotel & Tourism Management (3 hrs.) This course provides an in-depth look at hospitality operations in the general context of the tourism industry. Topics include an overview of the tourism industry, lodging operations, and food and beverage operations, as well as an examination of the duties of the hotel general manager, revenue management, the front office, and housekeeping. Students should expect a combination of textbook based assignments, drop box assignments involving online articles, discussion forum postings and responses, as well as online exams based on the lecture material and course readings. Prerequisites: BUS 220 or BUS 250 or ECN 212.

BUS 450 Business Strategy (3 hrs.) A course for second-semester seniors in which principles and theories of management, marketing, accounting, finance, and economics are used to analyze comprehensive case studies. A model for company-wide strategy planning will be studied. Prerequisites: ACC 215 and 216; BUS 220, 250 and 318; ECN 211 and 212.

CSA – Computer Systems Analysis

CSA 104 Programming Logic and Design (3 hrs.) This course is an introduction to computer programming logic and design concepts that present the appropriate techniques and tools employed to clearly define and specify the functional requirements of a structured computer program. It promotes sound computer program design through a modular approach emphasizing logical reasoning and critical thinking that will enhance the design of any computer program. Students will test programming logic using a flowchart visualization tool and will explore coding examples from several different low- and high-level programming languages. This course also presents an introduction to the discipline of Systems Analysis and uses the systems development life cycle as a framework in which to introduce topics such as defining user requirements, documentation, software development methodologies, continuous quality management, and system testing strategies. Students will use general purpose software for creating program design documentation and will explore career opportunities in the discipline. It serves as a prerequisite to other programming courses offered through the department. (Previously offered as SEG 104).

CSA 250 IT Infrastructure (3 hrs.) The content of this course will present aspects of an organization's IT infrastructure, specifically networking, firewalls, servers, storage options, desktop computing, and mobile devices. Emphasis will be on advantages and disadvantages of different infrastructures and computing and storage options. Cloud computing technologies will be explored as viable options for storage, software, and computing needs of an organization. Information security considerations are included as essential component to any infrastructure decision. Prerequisites: none. Offered every fall.

CSA 304 Structured Programming (4 hrs.) This course provides students with experience in properly designing, implementing, and testing structured computer programs implemented in the C++ language using skills developed in CSA 104. The course extends the practice of problem solving, algorithm development, and program documentation forming the foundation for exploring C++ concepts in logic control structures, modular programming, functions, input, output, file processing, user defined data types, static arrays, and user defined function libraries. Programming concepts of code reuse, program interactivity, testing methods, data validation, and user interface design are incorporated throughout the course. Additional topics include proper programming techniques, strategies for debugging, interpreting design documents, and preparing documentation. Prerequisite: CSA 104. Offered every fall semester. (Previously offered as SEG 304).

CSA 321 Python Programming (3 hrs.) This course focuses on the essential elements of computer programming design and implementation for constructing applications using the Python programming language. Topics covered include expressions, variables, user-defined functions, logic structures, modules, and file processing. An introduction to Python libraries will include the built-in functions specifically for math, data science, graphics, and user interface applications. Additional topics include proper programming techniques, strategies for debugging, interpreting design documents, and preparing documentation. Interactive, hands-on assignments will provide the student opportunity to design software solutions to authentic problems encountered in a variety of disciplines and careers. Prerequisites: CSC 104. Offered every spring semester. (Previously offered as SEG 321)

CSA 322 Information Visualization (3 hr.) Using Excel and Python, students will explore different techniques for representing information for reporting via various media outlets. Additionally, specific Python libraries designed for working with a variety of input file types, file processing, data cleaning, and information visualization will be utilized. Students will have the opportunity to work with data files from a variety of academic disciplines. The ethical collection and use of organizational data will be discussed. This course includes a study of the transformation of organizational data into meaningful information. Students will learn how to use Python and Excel to effectively present information to a variety of audiences in a variety of formats to satisfy a research question or information need. Prerequisites: SEG 104 and SEG 321; or BUS 210. Offered every odd fall semester. (Previously offered as SEG 322)

CSA 327 Database Systems (3 hr.) This course will enable the student to translate the information needs of an organization into effective conceptual and logical data models that can be implemented in any relational database system. It utilizes a problem-based approach to learning focusing on teamwork, real-world examples, and in-class exercises allowing the student to immediately apply the knowledge gained. Students will have opportunities to create and manipulate a database from data design documents. Additional topics include dataflow diagrams, database administration, the three-tiered database architecture, data normalization, database transaction management, data security, information assurance, and SQL programming. Prerequisites: CSA 104. Offered every even fall semester. (Previously offered as SEG 327).

CSA 351 IT Project Management (3 hr.) This course presents tools and techniques for managing IT systems development projects throughout the systems development life cycle. Topics managing project integration, scope, requirements, schedule, cost, staffing, quality, communications, risk, and procurement. Emphasis is also given to stakeholder management, leading the project team, and project documentation. Students will learn to utilize software tools such as Microsoft Project and Excel to facilitate project management tasks such as cost-benefit analyses, quality metrics, and communications. While the emphasis of this course is on IT systems project management, the concepts are easily transferrable to the management of any type of project. Prerequisites: BUS 220, CSA 104, or ITY 250. (Previously offered as SEG 351)

CSA 390 Object Oriented Programming (3 hrs.) This course focuses on the object-oriented programming methodology using the C++ programming language. This methodology is often used for developing large, complex information systems. Topics covered include data abstraction, inheritance, and reusable components. The use of classes and objects is incorporated throughout the object-oriented software development processes of scenario definition, design, building, implementation, and coding. Programming concepts enforced throughout the course specifically emphasize software reliability, testing, and reusability. Additional topics include proper programming techniques, strategies for debugging, interpreting design documents, and preparing documentation. Prerequisites: CSA 104 and CSA 304.

CSA 404 Data Structures (4 hrs.) A second course in computer programming in C++ that covers multi-dimensional arrays, dynamic arrays, pointers, user defined data structures, function and operator overloading, records and structs, exception handling, memory management, and various sorting algorithms. This course focuses initially on the basic common data structures (lists, stacks, queues, trees, heaps, graphs) using modular design. Classes and data abstraction are introduced. Careful attention is given to modular architecture that promotes reliability and reusability. Additional topics include proper programming techniques, strategies for debugging, interpreting design documents, and preparing documentation. Prerequisites: CSA 104 and CSA 304. Offered even spring semester. (Previously offered as SEG 404)

CSA 470 Computer Systems Analysis Capstone I (3 hrs.) This capstone course is to be taken in the fall semester of the senior year as the first course in a two-course capstone sequence. It would cover the first phases of the systems development life cycle including project estimation and planning, feasibility analysis, cost-benefit analysis, problem analysis, requirements elicitation and definition, solution and engineering design, and quality control planning. The student will engage in a systems development project approved by the instructor to be used to demonstrate concepts presented in the course. The student should select a software development project sufficient in scope to continue through the second capstone course. The project may incorporate programming, web development, media creation, or other type of software as part of the overall project. Additional topics include professional development, career exploration, communications, and technical writing. Prerequisites: CSA 104, CSA 304, or ITY 250, and CSA 351. Offered every fall semester. (Previously offered as SEG 470)

CSA 480 Computer Systems Analysis Capstone II (3 hrs.) This capstone course would be taken the spring semester of the senior year as the second course in the two-course capstone sequence. It would cover the final phases of systems development including building, testing, implementation, quality control, and measures of success. The student will engage in a systems development project approved by the instructor and continued from the first capstone course. The project may incorporate programming, web development, media creation, or other type of software as part of the overall system. At the end of this course, the student will have a working prototype of some component of their project, depending on scope and project goals. Heavy emphasis will be placed on quantitative metrics use for cost-benefit analyses, resource management, and quality control. Additional topics include professional development, career readiness, communications, and technical writing. Prerequisites: CSA 104, CSA 304, or ITY 250, and CSA 351, CSA 470.

CDT – Computer and Digital Technology

CDT 101 Computing Across Disciplines (1 hr.) In this course, students will explore how computing impacts society across all different disciplines including the Sciences, Humanities, and Social Sciences. Students will conduct research to identify how technology is used within their own major or academic area of interest, think about their own personal and career goals, and develop a plan for enhancing their own computing skills. Prerequisites: none. Offered every spring.

CDT 454 Computing Practicum (1 hr.). Members of the Computing Practicum Class work with department faculty to maintain departmental computer labs, prepare and test lab activities and assignments, serve as peer tutors for students enrolled in classes offered through the CDT department, and other types of related activities. (Students desiring to learn more about tutoring and to develop tutoring skills are encouraged to also enroll in LST 180 College Tutoring I.) This is a one credit hour course similar to an internship or mentoring course and will require an estimated 3 hours per week time commitment including 1 hour per week class meeting. It is an opportunity for students to develop skills related to conducting training activities, maintaining computer labs, and to develop specific career skills in which the student is interested. . . skills which will strengthen their resume. Emphasis is placed on career readiness skills. Course may be repeated for credit. Prerequisites: Declared major or minor in Computer Systems Analysis, Digital Media, Cybersecurity, or related self-designed program; AND junior or senior status; AND permission of instructor. Offered every semester.

CBR – Cybersecurity

CBR 110 Introduction to Cybersecurity (3 hrs.) This course will introduce the field of cybersecurity and explore cybersecurity issues from national, international, transnational, institutional, and personal perspectives. We will utilize critical thinking to examine issues facing individuals and society, regardless of culture, such as terrorism, identity theft, and how individuals can be effective and safe users of technology. Readings and discussions from current literature will be included. Prerequisites: None. Offered every fall.

CBR 220 Information Security (3 hrs.) This course will introduce practices and policies for deterring, detecting, and responding to cyber attacks on an organization. Topics include computer forensics, software security, information assurance, intrusion detection, network security, cloud computing, business continuity, identity theft, and threat identification. Risks and vulnerabilities will be explored in the areas of computing hardware and devices, users, digital network and communications, and data. Prerequisites: None. Offered every spring.

CBR 331 Information Storage Management (3 hrs.) This course provides a comprehensive introduction to storage technology which will enable the student majoring in any discipline to make more informed information storage decisions in the increasingly complex environment of a modern storage infrastructure within any organization. All organizations and academic disciplines are increasingly dependent on data and information residing on some form of network-based storage and dependent on its security, reliability, performance, and availability 24/7. The course focus is on storage architectures, features, and benefits of Intelligent Storage Systems including networked storage technologies; long-term archiving solutions; and the increasingly critical areas of information security, the emerging field of storage virtualization technologies, and information availability and business continuity. This course is appropriate for students from any discipline who desire to know more about managing the risks and features of information storage. Prerequisite: CBR 210 Cybersecurity for Society. Offered in the spring of every odd year.

CBR 332 Digital Network Security (3 hrs.) This course provides an overview of the area of digital computer networks and communication, including concepts and designs. Topics to be covered include networking models, and how data signals are transmitted and received. It explores the tradeoff between risk and access, and presents the security vulnerabilities that occur within a networked environment. Network security and defenses at the hardware, software, and policy levels will be identified. Hands-on lab activities will be used to reinforce the topics covered in the course. Prerequisites: CBR 210 Cybersecurity for Society OR CBR 220 Information Security. Offered in the fall of every even year.

CBR 340 Digital Forensics (3 hrs.) This course focuses on the tools and processes used by cybersecurity professionals to monitor, detect, and respond to cyber threats to an organization and other various types of computer crimes. Emphasis is placed on the acquisition and preservation of digital artifacts and evidence, data recovery, and information assurance. Hands-on lab activities will provide the students with opportunity to employ some of the current tools used for these purposes. Prerequisite: CBR 220 Information Security. Offered every spring semester.

CBR 360 Cyber Law and Ethics (3 hrs.) Students in this class will explore legal and ethical issues related to the Internet, digital data, and the use of digital assets and how these constantly emerging issues effect society. Some of the topics explored in this class includes individual privacy, intellectual property, cyberbullying, censorship, fake news, discipline-specific compliance and regulations, and other current legal and ethical issues. Since the Internet and digital communication can easily cross the globe, an organization's digital assets may be controlled by the laws and ethics of another country. Students will learn how to develop appropriate information security policies and responses based on both legal and ethical considerations. Prerequisites: CBR 110 or CBR 220. Offered every spring.

CBR 415 Information Security Policy (3 hrs.) In our data driven, decision-oriented world in which we live, information is a critical and valuable asset of an organization. From real time data mining to global availability, the information of any organization today must be immediate, constant, and reliable. This course will use risk assessments of threats to business continuity/information availability (BC/IA) to plan for BC/IA needs, and describe the critical role that all members of an organization play in the IT BC/IA analysis and planning process. Topics will include data backup, replication, and archival; information security; cloud computing; and disaster recovery. As a final project, students will either develop a BC/IA plan for an actual organization or research a course topic in more depth. While this course is presented from a cybersecurity perspective, it is appropriate for students from any discipline who desire to know more about the dependencies between information, organization, and technology. Prerequisites: CBR 210 Cybersecurity for Society OR CBR 220 Information Security. Offered every spring semester.

CBR 470 Cybersecurity Capstone (1 hr.) This course provides students the opportunity to consolidate the coursework in the study of cybersecurity minor into a single capstone experience, although a minor in CBR is not a prerequisite. Working with the CBR minor advisor, students will select an appropriate project based on their interests and career goals within the field of cybersecurity. They may choose to emphasize a specific aspect of Cybersecurity, such as technical implementation, data analysis and decision-making, organizational policies, or national and international political implications. These research project will require the student to identify a topic, formulate a research plan, develop a project plan and timeline, conduct research, and prepare a culminating work. This work may include a research paper, policy recommendation, information assurance and business continuity plan for an organization, data analysis project, or procedures for monitoring and detecting and organization's digital assets. Prerequisites: CBR 110 or CBR 220; AND a non-CBR course related to cybersecurity pre-approved by the CBR Minor advisor. Offered as an independent course as needed.

DIG – Digital Media

DIG 250 Web Page Design (3 hrs.) This course focuses on enabling students to compose and present a variety of digital content using web page technologies and subsequently entire web sites that are easily used by others to effectively find and navigate the information presented. Emphasis will be on the study of interface design concepts including content organization, use of color, typography, multimedia, and accessibility. Students will use general purpose software for creating design documentation and will explore career opportunities in the discipline. It serves as an introductory course to the Digital Media major and is a prerequisite to upper-level Digital Media courses. Prerequisites: None. (Previously offered as ITY 250).

ECN – Economics

ECN 110 Introduction to Economics (3 hrs.) This introductory course will briefly explore the historical foundations of economics systems including the foundation of private property rights, the emergence of capitalism and market-based economy, and its rise in different forms in the US and around the world. The course will then move to the study of microeconomic topics such as scarcity, theory of markets and effects of the market structures on the resource allocation and social welfare. After exploring markets and market structures, the course will move into topics from macroeconomic such as measurements of an economy, basic classical and Keynesian theory and the macroeconomic tools of fiscal and monetary policy. Finally, this course will conclude with a look at the economics of international trade, and exchange rates. This is an excellent course to explore subject matter of economics for those who have not done any economics before and would like to get an introduction to its subject matter or to pursue further study in business and economics.

ECN 211 Principles of Macroeconomics (3 hrs.) An introductory course that examines, in an international context, the causes and consequences of economic growth, inflation and unemployment, and how government fiscal and monetary policies affect macroeconomic outcomes. Prerequisite: MAT 114 or MAT 122 or MAT 124.

ECN 212 Principles of Microeconomics (3 hrs.) An introductory course to acquaint the student with consumer choice, the market system, resource allocation, and the decisions of firms in markets with varying degrees of competition with applications relating to public policy. Prerequisite: MAT 114 or higher.

ECN 308 Economics of Industrial Organization (3 hrs.) In this course students will study business firms' behavior under different market structures. The course studies behavior of firms: their strategy, performance, and interactions under various market conditions and levels of competition. It explains and studies reasons behind business practices such as mergers, acquisition, price discrimination, advertising, product selections, innovations vertical restraints, cartels and exclusionary conducts. It also explains why there are economic regulations, such as antitrust and other industrial regulations. This course will introduce game theory as a tool of economic analysis. Prerequisites: ECN 212 and either MAT 122 or MAT 124 or permission from instructor. Basic understanding of principles of microeconomics, algebra, and calculus is necessary and these will not be reviewed in the class.

ECN 310 International Trade and Finance (3 hrs.) Studies international movements of goods and services and monetary flows. Covers international trade theory, trade policy, institutional evolution of the world economy, balance of payments and exchange rates. Prerequisite: ECN 211 and ECN 212.

ECN 316 Public Finance (3 hrs.) Examines the role of government in a market system and develops the tools necessary to evaluate government policies. Explores the development and growth of the public sector of the economy, the theory and character of public revenue, expenditure, and debt; studies the use of public finance to achieve economic stability, promote economic growth, and effect other social goals; and examines federal, state, and local taxes, expenditure, and administration. Offered every other spring semester. Prerequisites: ECN 211 and 212.

ECN 325 Money, Banking, and Financial Markets (3 hrs.) A study of the roles of the financial sector and of monetary policy on the economy. Explores essential features of financial markets; discusses concerns of bank managers in making investment choices; examines the roles of the Federal Reserve and banks in the money supply process; explores the importance of money in the economy; and examines the importance of exchange rate movements in international investing. Prerequisite: ECN 211.

ECN 331 Intermediate Macroeconomic Theory (3 hrs.) This course provides a working understanding of the economy as a whole in an international context. It examines the relationship between such measures of aggregate economic activity as income, unemployment, inflation and interest rates. It develops models of economic activity and uses them to analyze the effects of changes in the economic environment, private behavior and government policy. It also evaluates the potential for government fiscal and monetary policies to affect economic activities. Prerequisite: ECN 211, ECN 212 & MAT 114 or MAT 122 or higher.

ECN 334 Economic Development (3 hrs.) This course examines the concept and measurement of development, the main factors that prevent development from taking place, alternative approaches to guiding development, and how development can be made sustainable. It investigates how human resources are transformed in the process of economic development and how that transformation contributes to the development process itself. It discusses how capital is mobilized and allocated for development purposes. It also explores the importance of agriculture, primary production, and industrial development, and analyzes the macroeconomic management of a developing economy open to world markets. Offered every other fall semester. Prerequisites: ECN 211.

ECN 337 Open Economy Macroeconomics (3 hrs.) This is an applied macroeconomics course, where students will be exposed to the theories of open market international aspects of finance and macroeconomics. The course will investigate modern monetary and exchange rate relationships between countries. We will analyze the balance of payments of countries, understand the issues related to international capital flows, and explain how exchange rates are determined. In addition, the standard aggregate supply and demand and the IS-LM models will be expanded to open market economies. Prerequisites: ECN 211, ECN 212.

ECN 351 Price theory and Managerial Decisions (3 hrs.) An intensive study of the tools which economists use to analyze the allocation resources among alternative uses. Topics discussed include consumer demand (consumer's choice); the determinants of price, output, and employment in various market situations (production and markets); the effects of imperfect competition on resource allocation; and it will then use the concepts to examine business decision techniques. Special emphasis will be placed on the statistical derivation and interpretation of demand and cost curves, and decision making under uncertainty. Prerequisites: ECN 212, MAT 114 and MAT 122.

ECN 355 Research Methods for Business and Social Sciences Applications (3 hrs.) This course provides the students with an overview of research methods that are commonly used to support economic, business, public policy research and decision-making. The course emphasizes business and social sciences applications. This course will enhance students understanding of quantitative, statistical and qualitative methods used in business, economics and other social sciences. Students will learn survey methods, sampling and probability distribution, statistical inference, multiple regression technique, time-series analysis and forecasting, and analysis of multivariate system using matrices such as input-output model, activity analysis, and simple linear programming. This course is writing intensive. Prerequisite: MAT 114, BUS 210, ECN 211, ECN 212, or Permission from instructor.

ECN 360 Mathematical Economics (3 hrs.) This course gives students majoring in economics and business a sound grounding in mathematical economics that has become indispensable for proper understanding of the current economics and business literatures. The course provides an introduction to a wide array of mathematical techniques used in solving economic problems and developing economic theories. Students will learn and apply integral and differential calculus, differential equations, linear algebra to study and explore economic optimization, static equilibrium analysis, linear economic models, and economic dynamics. The course will provide students an excellent grounding to work in applied and theoretical economics, econometrics and economic modeling. Prerequisites: MAT 124, MAT 215, and ECN 331, or permission from the instructor for students with strong mathematics background (such as seniors with Math majors or Economics majors who have combined GPA above 3.5 in MAT 122 and ECN 355).

ECN 362 Sports Economics (3 hrs.) This course introduces students to how economic concepts apply to the business and practice of sports. The sports world is filled with empirical evidence that illustrates economics in action and allows for testing economic theories. Basic economic models will be applied to evaluate professional and amateur sports. We will investigate topics such as the league structure, labor-relations, incentive structures, salary caps, stadium financing, etc. In addition to our attention to professional sports, we will also spend a portion of our time on college athletic programs. By the end of the course, students should be able to distinguish the sports industry from most other types of business industries. Prerequisites: MAT 114, MAT 122 or higher, and ECN 212.

ECN 364 Labor Economics (3 hrs.) This is an applied microeconomics course, where students will be exposed to the theories of the labor market and the effects of various government policies on the labor market in the U.S. Socioeconomic issues such as legal and illegal immigration, race and gender discrimination will be investigated in the course. Essentially, students will be using microeconomic economic theories to analyze the determinants of labor demand, labor supply, the causes and effects of wage differential, unemployment and labor unions. Complex topic of worker's compensation and wage structure will also be explored. Prerequisites: ECN 212 and MAT 124 or higher.

ECN 367 Econometrics (3 hrs.) An intensive study of the use of multivariate linear regression techniques applied to the estimation of economic relationships. This study will include the assumptions of the statistical model, how to recognize when these assumptions have been violated by the economic model or the data, and what corrective procedures are appropriate. Also discussed will be methods for checking forecast accuracy in advance of the forecast period and simultaneous equation estimation procedures. Prerequisites: ECN 355 or MAT 313 and ECN 110 or both ECN 212 & 211 or permission of instructor.

ECN/ENV 377 Environmental and Resource Economics (3 hrs.) This course will introduce students to the theories and methods used to understand and evaluate environmental problems and policies. The class will provide students the much-needed exposure to the non-competitive markets, the methods to analyze such markets, and the effects of these markets on economic institutions. The objective of this course is to introduce students to theories and methods used to understand and evaluate the environmental problems and policies. We will start with concepts of externalities, public goods, property rights and why markets could fail in these cases. Policies to correct market failure in domestic and international situations will be examined. Students will explore the common property problem in case of renewable resources and the public policies used to correct the problem. Prerequisites: MAT 122 or MAT 124, and ECN 212.

ECN 425 Senior Seminar (3 hrs.) This course provides the capstone experience in economics. Students will learn how to apply knowledge gained in economics courses to further their understanding of contemporary economic issues. The course provides a review of intermediate macroeconomics, price theory and econometrics. Students will complete a senior thesis which provides an opportunity to conduct original research on an economic or interdisciplinary issue. Students will present and discuss their research results in class throughout the semester. Prerequisites: Senior standing, ECN 331, (ECN 367 or ECN 355), and at least two economics electives or consent of instructor.

ENG – English

ENG 103 Academic Writing (3 hrs.) A composition course designed to prepare students for writing in all academic disciplines. Based on the process approach to writing, the course treats reading, thinking, and writing as integrated skills. Writing Skills covered include summary, synthesis, analysis, argumentation, and research.

ENG 190 Literary Magazine: Janus (1 hr.) A course involving the production of a literary magazine. This course provides students with practical experience in evaluating prose and poetry for publication, and in the technical processes of producing a magazine, including graphic design and layout, typography, and printing methods.

ENG 204 Introduction to Literature (3 hrs.) An introduction to the study of literature, including poetry, fiction, creative nonfiction and drama. Emphasis will be placed on basic terminology used in discussing literature, on the study of a variety of critical theories, and on techniques for writing about literature. Offered consistently as writing intensive or writing intensive option course.

ENG 205 Topics in British Literature to 1800 (3 hrs.) A survey of English literature from approximately 750 A.D. through the end of the eighteenth century: the medieval period, the Renaissance, and the neo-classical age. This course looks at the intersection of literature and culture, tracing the development of each in order to understand how British literary culture changed over the years. Among the authors studied are Chaucer, Shakespeare, Donne, Milton, Swift, and Johnson.

ENG 206 British Literature since 1800 (3 hrs.) A survey of English literature from 1799 to the present including the Romantic period, the Victorian period, Modernism, and the twentieth-century. This course looks at the intersection of literature and culture, tracing the development of each in order to understand how British literary culture changed over the years. Among the authors studied are Wordsworth, Keats, the Brownings, the Brontes, Joyce, Woolf, Yeats, Eliot, Lessing, and Larkin.

ENG 220 Janus and the World of Publishing (3 hrs.) This course will introduce students to the world of publishing through a variety of means. Students will take part in all aspects of editing, designing and producing Westminster College's literary magazine, *Janus*, using In-Design and a variety of collaborative and individual exercises. Moreover, students will explore other publishing topics and avenues including but not limited to: learning the fundamentals of copy-editing, writing book and article proposals, creating and maintaining blogs and other social media sites, writing query letters, investigating and managing submissions, writing and submitting book reviews, evaluating publication options, promoting published material, and establishing and maintaining a writerly presence. Prerequisites: ENG 103 and ENG 275, or permission of the instructor.

ENG 230 Play in Performance (3 hrs.) This course consists of a semester long study of the academic and artistic foundations of dramatic performance culminating in a fully staged production of a play. The course will include in depth play-analysis, acting, and technical theatre training as well as more traditional coursework and academic papers exploring the playwright, their other works, the performance history of those works, and the theatrical movements associated with that playwright. Prerequisites: Instructor Permission.

ENG 231 Play in Performance II (1 hr.) This course allows students who have already completed ENG/THE 230 - 'Play in Performance I' to receive credit for participating in the fully staged production associated with that class. Students will continue to develop an appreciation for the academic and artistic foundations of dramatic performance through the production process. This will include in depth play-analysis, acting, and technical theatre training as well as an academic exploration of the playwright and his work, the performance history of those works, as well as the theatrical movements associated with that playwright. Prerequisites: Instructor Permission and ENG/THE 230.

ENG 238 American Literature to the Civil War (3 hrs.) A survey of American literature from its beginnings among Native Americans through the middle of the nineteenth century. This course examines the emergence of literary culture over time, tracing changes in both literature and culture to determine what characteristics make American literature unique. Among the authors studied are Bradstreet, Whitman, Emerson, Thoreau, Poe, Hawthorne, Melville, Douglass, and Dickinson.

ENG 239 American Literature since the Civil War (3 hrs.) A survey of American literature from the middle of the nineteenth century to the present. This course examines changes in literary culture over time, tracing currents in the literature and the culture it reflects from the emergence of an industrialized society to the segmentation of twentieth-century society. Among the authors studied are Twain, James, Chopin, Frost, Eliot, Moore, Hemingway, Faulkner, Miller, Baldwin, and Plath.

ENG 248 Topics in World Literature to 1800 (3 hrs.) A survey of masterpieces of world literature from ancient times to 1800. Readings are done in English, but only non-English authors are included. Works studied may range from pre-Biblical Mesopotamian literature, through Greek, Roman, Hindu classics, to the influential texts from the Middle Ages and Renaissance. Offered at least every two years.

ENG 249 World Literature since 1800 (3 hrs.) A survey of world literature since 1800. Readings are done in English, but the authors studied come from all over the world including Africa, South America, and Asia, as well as Europe. Among the authors studied are Goethe, Tolstoy, Borges, Garcia Marquez, Kafka, and Soyinka. Offered at least every two years.

ENG 260 Introduction to Journalism (3 hrs.) A survey of the field of journalism, with particular attention to its history, ethics, and the responsibilities of the journalist. Much of the class work is the writing of typical examples of journalism. Students enrolled in this course will participate in a practicum as writers or editors for The Columns. Prerequisites: ENG 103.

ENG/JMP 265 Technical and Web Writing (3 hrs.) Technical Writing refers to any writing done by a professional in a field who is communicating specialized information to a specific audience. The field could be computer software or engineering, but it could just as easily be business, government, non-profits, finance, or education. This course focuses on writing, editing, and design skills that you can apply to any professional job. Because so much of today's workplace writing appears on the internet, this course will pay particular attention to how to write, arrange, and deliver information effectively on the Web.

ENG/JMP 270 Expository Writing (3 hrs.) A course in advanced composition, with emphasis on reasoning and organization, and with special attention to principles of style. Part of the course will consist of discussion of student work, as well as the study of trends of thought and the literary techniques of published essayists. Prerequisites: ENG 103.

ENG 275 Introduction to Creative Writing (3 hrs.) An introduction to the writing of poetry, fiction, creative nonfiction, and drama, with approximately equal time spent on each genre. Students will study the forms and techniques used by successful writers as models for their own work and will read and critique the writing of other students in a workshop format. Prerequisites: ENG 103.

ENG 290 Introduction to Literary Studies: Critical Approaches and Research Methods (3 hrs.) A seminar in the theory and practice of literary study. The course objectives are to examine key issues in literary theory, to develop an understanding of theoretical models in relation to critical practice, and to acquire research skills necessary for advanced literary study (e.g., the honors project). Prerequisites: A 200-level literature course or instructor permission. Offered in spring semester.

ENG 315 Literary Modes and Genres (3 hrs.) The study of literature focusing upon the distinct categories into which literary works are grouped according to formal elements – the novel, poetry, drama, autobiography, tragedy, comedy, the epic – conventions which both endure over time and are modified with every new work in the genre. Possible courses include Autobiography, Science Fiction, or The Country and City in Nineteenth Century British Poetry. Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 325 Literary Movements (3 hrs.) The study of a coherent period or movement in literature, based on the premise that literature written within certain time spans, and occasionally in a particular place, is often related by a series of literary norms, standards, and conventions, the introduction, spread, diversification, and disappearance of which can be traced. The course will usually be taught with particular attention to the relation between literature and the associated intellectual and cultural milieu. Renaissance Literature, Romanticism, British Modernism, the Jazz Age, and the Beat Movement are examples of possible courses that may be offered under this topic. Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 330 Visions and Revisions (3 hrs.) A reading of literature based on two premises: First, that literature is a product of culture arising from a web of historical conditions, relationships, and influences that in some measure determine literary form and content; second, that literature is at the same time an agent of culture that shapes social practices. Courses may include studies of the exchange between colonial and post-colonial fiction, the evolution of particular story lines (such as the Arthurian myth) through a variety of literary texts, and the relationship between classicism and romanticism. Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 335 A Sense of Place (3 hrs.) A study of the way various writers have detailed the complex and profound relationships between place – whether it be a physical or intellectual construct – the literary ethos, and construction of identity. Students will explore literary texts that invoke or evoke place as a significant literary or cultural trope. Course offerings may include Literature of the Environment, American Writers in Paris, or Rural/Urban Literature. Offered at least every two years. Prerequisites: a 200-level course in literature or permissions of the instructor.

ENG/WGS 340 Gender and Literary Expression (3 hrs.) A study of gender as a personal, social, and literary construction, this course examines literature in the context of contemporary social and cultural attitudes towards gender. Though poetry, fiction, or drama are usually included, this course often involves essays, journals, and letters as well. Course offerings may include Southern Women Writers, Women and Madness, or Theories of Gender in Literature. Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 345 Ethnic Literature (3 hrs.) The examination of literature by individuals belonging to various ethnic groups, including those in the United States (African-American, Native American, Chicano/Chicana, Asian-American or Jewish) as well as groups from other cultures. This course considers the aesthetic, cultural, social, and/or political aspects of literature and particularly how works by ethnic writers negotiate the boundaries of literary expression, how language use and assimilation affect one another, and/or how other aspects of culture mesh with and shape the literature. Specific courses may include African-American Literature, The Harlem Renaissance, or Langston Hughes. Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 350 Studies in the Author (3 hrs.) A study of a single author (e.g. Shakespeare, Melville, Joyce, Hughes, or Morrison) or two or more related authors who do not in themselves constitute a movement (Chaucer/Shakespeare, Faulkner/Hurston, Joyce/Woolf). Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 355 Literature and the Other Arts (3 hrs.) The study of the historical, cultural, and aesthetic relationships between literature and other modes of artistic production (visual arts, music, theater, film, dance), focusing particularly on the ways in which artists in various modes influence one another. Topics include Shakespeare on Film, Literature Goes to the Movies, the Photograph as a Literary Text and Jazz, Blues, and Poetry. Offered at least every two years. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 372 Creative Writing Prose (3 hrs.) A workshop course in which students study the work of successful fiction writers, identify and practice the forms and techniques they employ, and use those techniques to craft their own stories. Group discussion of students' writing plays a primary role. Offered every third semester in rotation. Prerequisites: ENG 103 and 275.

ENG 374 Creative Writing Poetry (3 hrs.) A workshop course in which students study the works of successful poets, identify and practice the forms and techniques they employ, and use those techniques to craft their own poems. Group discussion of students' writing plays a primary role. Offered every third semester in rotation. Offered every third semester in rotation. Prerequisites: ENG 103 and 275.

ENG 376 Creative Nonfiction (3 hrs.) A workshop course in which students study the works of successful creative nonfiction writers, identify and practice the forms and techniques they employ, and use those techniques to craft their own poems. Group discussion of students' writing plays a primary role. Prerequisites: ENG 103 and 275.

ENG/THE 378 Playwriting (3 hrs.) In this course, we will collectively work to develop and hone your ability to construct performance texts. We will use a selection of one-act plays written by some of the most accomplished playwrights of the 20th century, seminal works of performance art, and a few foundational texts on dramatic analysis to isolate the features of effective performance compositions. From there the course will increasingly focus on your original compositions, which will be workshopped by the class as a whole. This process will culminate in your completion of a polished one-act play. Prerequisites: THE 201, ENG/THE 230, or ENG 275.

ENG/JMP 380 Introduction to Digital Humanities (3 hrs.) Digital tools such as archives, data mining, data visualizations, and games are changing how students and scholars approach the study of the humanities. In this course, we will use digital tools to facilitate our own interpretation and research, with a particular focus on Mary Shelley's *Frankenstein* and its enduring influence on popular culture. No technical proficiency is assumed--you only need to be willing to learn. Our projects will include many hands-on (and, I hope, fun) opportunities to make things in addition to the analytical writing assignments you are familiar with from other English courses. Prerequisite: A 200-level course in literature (ENG 204, 205, 238, 239, 248, 249).

ENG 398 Independent Study (1-4 hrs.) Systematic readings, guided by a member of the department, on a particular author, a particular period, or a special problem. Enrollment by permission of the instructor. Prerequisites: a 200-level course in literature or permission of the instructor.

ENG 420 Honors Project I (3 hrs.) The first course in the two-semester honors sequence. Students read extensively in the area selected by the student and approved by a thesis committee consisting of two faculty members. Students meet weekly with the thesis director, complete written assignments, and make presentations to the English Department and possibly to other members of the honors seminar. Prerequisites: Successful completion of ENG 290 and departmental approval.

ENG 430 Honors Project II (3 hrs.) The second course in the two-semester honors sequence. Students meet weekly with the thesis director as they write their thesis. Students present an oral defense of the thesis to their committee at the end of the semester. Prerequisites: A grade of "B" or better in ENG 420.

JMP – Journalism, Media, Publishing

JMP 220 Janus and the World of Publishing (3 hrs.) This course will introduce students to the world of publishing through a variety of means. Students will take part in all aspects of editing, designing and producing Westminster College's literary magazine, *Janus*, using In-Design and a variety of collaborative and individual exercises. Moreover, students will explore other publishing topics and avenues including but not limited to: learning the fundamentals of copy-editing, writing book and article proposals, creating and maintaining blogs and other social media sites, writing query letters, investigating and managing submissions, writing and submitting book reviews, evaluating publication options, promoting published material, and establishing and maintaining a writerly presence. Prerequisites: ENG 103 and ENG 275, or permission of the instructor.

JMP 260 Introduction to Journalism (3 hrs.) A survey of the field of journalism, with particular attention to its history, ethics, and the responsibilities of the journalist. Much of the class work is the writing of typical examples of journalism. Students enrolled in this course will participate in a practicum as writers or editors for The Columns. Prerequisites: ENG 103.

JMP/ENG 265 Technical and Web Writing (3 hrs.) Technical Writing refers to any writing done by a professional in a field who is communicating specialized information to a specific audience. The field could be computer software or engineering, but it could just as easily be business, government, non-profits, finance, or education. This course focuses on writing, editing, and design skills that you can apply to any professional job. Because so much of today's workplace writing appears on the internet, this course will pay particular attention to how to write, arrange, and deliver information effectively on the Web.

JMP/ENG 270 Expository Writing (3 hrs.) A course in advanced composition, with emphasis on reasoning and organization, and with special attention to principles of style. Part of the course will consist of discussion of student work, as well as the study of trends of thought and the literary techniques of published essayists. Prerequisites: ENG 103.

JMP 355 Message and the Media (3 hrs.) This course will study the nation's first media explosion, when innovative information technologies opened up the world and created a nation. We will examine the way literate and non-literate forms of communication formed an information network that drew people together on the North American continent, before the colonial era and up to the Early Republic. We will begin with Native American wampum and end with the telegraph. In between, we will evaluate written media—newspapers, pamphlets, magazines, letters, diaries, almanacs, and the first American novel. We will also consider drama, maps, advertising, painting, cartoons, money, folktales, food, and bar room ballads as media forms that unified the colonists in their political and social thinking. We will simulate and engage in some early American communication practices in order to understand the roots of our own media use today. Prerequisites: a 200- level course in literature or permission of the instructor.

JMP 376 Creative Nonfiction (3 hrs.) A workshop course in which students study the works of successful creative nonfiction writers, identify and practice the forms and techniques they employ, and use those techniques to craft their own poems. Group discussion of students' writing plays a primary role. Prerequisites: ENG 103 and 275.

JMP/ENG 380 Introduction to Digital Humanities (3 hrs.) Digital tools such as archives, data mining, data visualizations, and games are changing how students and scholars approach the study of the humanities. In this course, we will use digital tools to facilitate our own interpretation and research, with a particular focus on Mary Shelley's *Frankenstein* and its enduring influence on popular culture. No technical proficiency is assumed—you only need to be willing to learn. Our projects will include many hands-on (and, I hope, fun) opportunities to make things in addition to the analytical writing assignments you are familiar with from other English courses. Prerequisite: A 200-level course in literature (ENG 204, 205, 238, 239, 248, 249).