

GRAPHIC COMMUNICATIONS (GCOM1-GC)

GCOM1-GC 1000 Management (3 Credits)

Typically offered occasionally

This is an intensive study of effective management theories and practice in graphic communications media. This course emphasizes the accomplishments, results and areas of concern that managers confront. Topics include: organizational theory; leadership evaluation; development; and planning. The principles of effective management and marketing strategies are also applied to actual problems in the operation of business enterprises specific to the graphic communications media industry. Case studies will be utilized in this course.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 1010 Executive Leadership (3 Credits)

Typically offered occasionally

Executive leadership in the graphic communications industry will be studied. Topics include: theories of executive leadership; strategic decision models; visionary and inspirational models; and the role of leadership in building culture. Case studies specific to the graphic communications industry will be analyzed.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 1030 Technologies (3 Credits)

Typically offered occasionally

The course surveys the principal technologies for creating and distributing text and images in printed and digital form. Areas of study include e-paper and e-ink; e-reading devices; mobile marketing; QR codes; near field communications (NFC); blogging; social media; augmented reality; and conventional, digital, and 3D printing. Examined in detail are the applications of these technologies to personalized, 1-to-1 marketing; book, magazine, and newspaper publishing; branding and brand management; and branded packaging.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 1035 Financial Management (3 Credits)

Typically offered occasionally

Examines strategic financial concepts, methods and analysis for use by innovative strategic managers and leaders in graphic communications. Topics include theory, tools, and applications specific to this dynamic industry. An overall understanding of successful financial models in graphic communications companies will be examined to provide financial vision for the future. Case studies will be utilized in this course.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 1040 Managing the Media Mix (3 Credits)

Typically offered occasionally

Prepares students to learn how to navigate today's complex media choices and formulate an integrated approach. What are today's media choices? How do you select the best media for each situation? How is media interdependent? How do you allocate dollars? What are the market trends? How is the role of print changing? There are two givens: no two companies should have the same media mix and no one company should use the same media plan two years in a row. The current media landscape is very complex. There are more media choices than ever and plans have to remain fluid to take advantage of opportunities. This course explains all forms of media and their pros and cons. It shows how media determinations should utilize demographic, geographic and psychographic profiles. It explores and reviews current media choices of advertisers, large and small. New and traditional media pairings are explored as well as the methods of driving media from one to another. This course provides the necessary dashboard for today's media decision makers.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 1900 Capstone Project (1-3 Credits)

Typically offered occasionally

The Culminating Experience project provides an opportunity for students to apply their knowledge and skills (gained in the program and through work experience) under faculty guidance and within an approved framework. The culminating experience project is the final advanced project of the master's degree program, which allows intensive exploration of an area within graphic communications media.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 1905 Research Methods (3 Credits)

Typically offered occasionally

Learn research methods and applications specific to graphic communications and integrated media, to prepare for the Capstone Project (Culminating Experience), graduate coursework and industry research opportunities.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3000 Operations Management in Graphic Communications (3 Credits)

Typically offered occasionally

Shows students how to manage the operation of a graphic communications media company. The course provides an in-depth analysis of the systems and management procedures and organizational techniques necessary for the effective management of operations. Topics include system approach and operations estimating and cost center development, inventory control, production planning purchasing management, quality, human input management and the establishment of maintenance, health and safety programs. The course had an emphasis on the theory of operations management as well as its practical applications.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3010 Quality Management in Graphic Communications (3 Credits)

Typically offered occasionally

Offers a graphic communications manager an in-depth analysis of quality management in graphic communications. Provides a definitive and professional understanding of how principles relate to various forms in integrated media communication. Topics include management of typography, art preparation, photography, color, ink, prepress and press proofing (virtual and hard proofing), production including variable-data/ on demand, litho and other processes, binding and finishing. Quality management includes integration of print, web and multimedia.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3015 Pro Sem: Entrepreneurial Thinking (3 Credits)

Typically offered occasionally

Offers a dynamic study of entrepreneurial thinking and how it applies to successful ventures and alliances in the graphic communications industry. Topics include: conception, start-up, growth stage, managing resources and long-range planning.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3035 Buying and Selling (3 Credits)

Typically offered occasionally

Students will focus on the purchasing and sales relationships in graphic communications media. The course centers on such buying topics as training and compensation, the place of quality, service and cost, the team concept of buyer and seller, how to select a vendor and the buyer's open-door policy. The sales focus is on the selling of print and digital media. The relationship between the salesperson and the buyer will be discussed, as well as methods and procedures to create sales success for both vendors and clients. Students will learn strategies to improve presentations in both buying and selling.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3050 Graphic Communications: Design & Persuasion (3 Credits)

Typically offered occasionally

Teaches students the marketing principles, procedures and processes involved in graphic communications. Topics include: image communication, principles of design and persuasion, use of light and color, typography and layout, photography and digital imaging, workflow and the preparation of data for production in various forms of integrated graphic media.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3225 Graph Comm Initiatives: Concept Thru Execution (3 Credits)

Typically offered occasionally

This course empowers students to understand and focus on the workflow process from creative concept through execution in a variety of projects in graphic communications management. Class projects include the development of advertising and promotional campaigns in print, web and multimedia.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3235 Building a Brand (3 Credits)

Typically offered occasionally

Various multimedia software presentation packaging will be applied to building a brand and communicating compelling visual identity for various organizations. Special attention will be given to creating consistent branding and visual identity in all forms of graphic presentation media.

Grading: GC SCPS Graded

Repeatable for additional credit: No

GCOM1-GC 3900 Independent Study (1-4 Credits)

Typically offered occasionally

Independent Study requires a minimum of 45 hours of work per credit.

Independent Study provides the opportunity for specialized and individualized activities that augment a student's program of study. Students may choose to do academic research or may choose to do an internship. Internships require a minimum of 45 hours of work per credit. Students will seek internship opportunities in the dynamic field of graphic communications. Internships provide the opportunity for specialized and individualized activities that augment a student's program of study. The independent study experience may provide domestic as well as international opportunities for students.

Grading: GC SCPS Graded

Repeatable for additional credit: Yes

GCOM1-GC 3905 Emerging Topics: (3 Credits)

Typically offered occasionally

This seminar will enhance curriculum by identification, analysis and application of advanced emerging topics pertinent to this degree. The specific titles and content of each seminar will change to reflect the emerging topic areas of interest which can only be determined at the time of offering.

Grading: GC SCPS Graded

Repeatable for additional credit: Yes