

COMM 2601 Mass Media

3 hours

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Minors (Adult)

Communication Studies

Marketing

Public Relations

Departments/Programs:

Organizational Leadership and Communication (Adult Undergraduate)

A study of the development of types of media including books, newspapers, magazines, radio, television, and film. The interaction of these media and their impact on society and the individual are included.

(Normally offered each spring semester.)