

JOURNALISM AND TECH COMM-CSU (JTCM)

JTCM 5010 - Process and Effects of Communication (4 Credits)
Examination of communication theory including communicator credibility, messages, channels, audiences, and information, behavior, and attitude change. Prereq: JTCM 5000
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Fall.

JTCM 6140 - Public Communication Campaigns (3 Credits)
Conceptual, methodological issues and decisions underpinning determination of communication campaign effects, planning, implementation, and evaluation.
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Fall.

JTCM 6300 - Health Communication (3 Credits)
Role of health communication in public health programs and campaigns.
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Fall.

JTCM 6500 - Strategic Communication Management (3 Credits)
Theoretical and practical management techniques for public relations campaigns including societal, ethical, and legal issues involved.
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Spring.

JTCM 6600 - Communication and Innovation (3 Credits)
Communication's role in technology transfer as related to nature, process, and effects of technology transfer, knowledge dissemination, and utilization.
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Fall.

JTCM 6610 - Information Design (3 Credits)
Theoretical and empirical review of creation, presentation, storage, and distribution of information.
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Fall.

JTCM 6700 - Social Processes of Risk (3 Credits)
Provides students with a broad entry to this sprawling and cross-disciplinary literature, from seminal work that served to coalesce study of risk perception and risk communication to the most current literature that is redefining this field and charting its future.
Grading Basis: Letter Grade
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Spring.

JTCM 6950 - Independent Study: Communication (1-3 Credits)
Independent study in Journalism and Technical Communication.
Grading Basis: Letter Grade
Repeatable. Max Credits: 3.
A-PUBH1 Graduate students and public health certificate students only.
Additional Information: Colorado State University.
Typically Offered: Fall, Spring, Summer.