PROFESSIONAL STUDIES NEW MEDIA (PSNM)

PSNM 2000. PROFESSIONAL COMMUNICATIONS IN NEW MEDIA. (3 Credits)
A comprehensive overview of the history and forms of the new media and
the possibilities they offer for participation and interaction. Explorations
of the cognitive and cultural implications and issues surrounding
computers and computer-mediated communication, digital technologies,
gaming, the internet, the web, social media, and online communication.

PSNM 2001. BUSINESS AND PRACTICE OF NEW MEDIA. (3 Credits)
An introduction to new media industries covering matters of economics,
technology and regulation; convergence in media and entertainment
industries as well as social and cultural consequences.

PSNM 2350. PROGRAMMING FOR THE WEB. (4 Credits)
Using a process of incremental development, students will learn the
latest technologies used in developing dynamic, database-driven
websites. Principle of good web design will be covered, as well as
techniques and languages for layout and scripting. The course is open
to all students. Four-credit courses that meet for 150 minutes per week
require three additional hours of class preparation per week on the part of
the student in lieu of an additional hour of formal instruction.

PSNM 3307. SOCIAL MEDIA MARKETING AND PUBLIC RELATIONS. (4
Credits)
An exploration of computer-mediated communication, electronic
networking, online internet communication and emerging interactive
social contexts. Four-credit courses that meet for 150 minutes per week
require three additional hours of class preparation per week on the part of
the student in lieu of an additional hour of formal instruction.

PSNM 4000. NEW MEDIA INTERNSHIP. (1 Credit)
Weekly intern duty and regular meetings with a faculty adviser, during
which time students extend classroom experience into the real world.
Written projects and readings relating to the internship are assigned. Can
be repeated for credit.

PSNM 4001. SPECIAL PROJECT IN DIGITAL DESIGN. (1-4 Credits)
Independent project supervised on a tutorial basis. Can be repeated for
credit.

PSNM 4002. INDEPENDENT RESEARCH IN NEW MEDIA. (1-4 Credits)
Independent study supervised on a tutorial basis. Can be repeated for
credit.

PSNM 4010. SPECIAL TOPICS IN NEW MEDIA. (4 Credits)
An examination of current issues, practices, or trends in new media.
Specific topics to be covered vary by semester. Four-credit courses that
meet for 150 minutes per week require three additional hours of class
preparation per week on the part of the student in lieu of an additional
hour of formal instruction.