



COMMUNICATION

Course Offerings • Fall 2024

The Communication (COMM) Department offers students five concentrations to complete the communication major:

- Community and Professional Communication (CPC)
- Media Studies (MST)
- Media Production (MPD)
- Multimedia Journalism (MMJ)
- Public Relations and Strategic Communication (PRSC)

In addition, the department offers minors in:

- Communication
- Media Production
- Multimedia Journalism

Please visit the department website for more information:

salisbury.edu/comm

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FALL 2024 COURSES BY CONCENTRATION

New courses are added and changes to existing courses are made all the time. This means that some classes that we offer do not show as options on your Academic Requirements page in GullNet, but will count toward your major. Please use the list below to see what will count for you and check with your advisor if you have questions.

Also, remember that you can take classes from outside your concentration to count toward the 120-credit degree requirement.

Community and Professional Communication (CPC)

- Concentration Core: COMM 218 and 297
- Relational Competences: COMM 205, 307, 451 and 453
- Organizational Competences: COMM 260, 318, 409 and 411
- Cultural Competences: COMM 300 and 432

Public Relations and Strategic Communication (PRSC)

- Concentration Core: COMM 248, 249, 260 and 344
- Analytical Electives: COMM 297, 409, 411, 448, and 451
- Applied Electives: COMM 318, 432, 442, 445, 450 and 453

Media Production (MPD)

- Concentration Core: COMM 234, 243, 331, 343, 433 and 446
- Electives: COMM 433, 446, 456

Media Studies (MST)

- Concentration Core: COMM 131 and 334
- Electives: COMM 240, 241, 297, 331, 404, 439 and 442

Multimedia Journalism (MMJ)

- Concentration Core: COMM 240, 241 and 404
- Electives: COMM 432, 434, 439 and 449

SUMMER 2024 COURSE OFFERINGS

- COMM 100, 101, 102, 131, 205, 248, 249, 260, 308, 399 and 495

FREQUENTLY ASKED QUESTIONS

How do I sign-up for an advising appointment?

Check your email for a message from your advisor that will contain a link to sign up.

How do I know what courses I can take to satisfy my General Education requirements?

You can find a list of courses that fulfil General Education at salisbury.edu/academic-offices/advising-center/_files/handouts/pp-general-education-selected-courses.pdf

What should I prepare for the appointment?

You should carefully read your advisor's email for specific instructions. In general, you should check your Academic Requirements page in GullNet, compare upcoming course offerings with your remaining requirements and prepare a list of possible classes to discuss.

How do I find information on reviewing my Academic Requirements and other advising-related technology assistance?

The Academic Advising Center's "How To" page contains a wealth of information on using GullNet and Sea Gull Scheduler, adding and dropping classes, adding majors and minors, applying for graduation, and studying at another institution: salisbury.edu/academic-offices/advising-center/how-to.aspx

How do I apply for COMM 101, 102, 249 (Practicum) or 490 (Senior Seminar)?

All these forms are posted on the department website: salisbury.edu/academic-offices/liberal-arts/communication/departments-forms.aspx

How do I apply for COMM 495 (Internship)?

Videos, guidelines and the application form are available at: salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx

What should I do if the class that I want to take is full?

All COMM classes allow you to add yourself to the waitlist that will automatically add you to the class should a place become available. It is recommended that you use the "Swap" feature, so register for a full schedule of classes, but tell the system which class to drop if the class you want becomes available. Instructions can be found at: webapps.salisbury.edu/registrar/video/transcripts/Wait-List-Student-Process.pdf

Who should I speak to if I am interested in declaring a COMM major or a minor in COMM or MMJ?

Please email CommunicationDept@salisbury.edu and we will give you all the help that we can.

Note: Check GullNet for Course Modality, Times and Location

Concentrations: See concentration notation at the end of the title if the course meets its requirements.

COMM 100: FUNDAMENTALS OF COMMUNICATION

Does the thought of public speaking make your heart race and your stomach sink? Perhaps you're confident in front of an audience, but you want to enhance your ability to connect with people from all walks of life. Learn how to speak your mind confidently and ethically to diverse audiences in a variety of contexts. Sharpen your interpersonal and group communication skills, while gaining an overview of the dynamic communication field.

COMM 101: INTRODUCTION TO HUMAN COMMUNICATION STUDIES • ALL

Dr. Casey Stratton

Recently declared communication majors and minors learn the foundational history, theories, research questions and conceptual parameters of the interdisciplinary field of communication. Come to appreciate the communication discipline's contributions to our collective self-understanding in relation to multiple communication contexts, including interpersonal, group, organizational and intercultural.

COMM 102: INTRODUCTION TO MASS MEDIA • ALL

Dr. Michael Moeder

Becoming media literate is like seeing the world in a whole new way. Gain deeper insights into your own mass media consumption habits as you come to understand the foundation and trajectory of mass media in U.S. history from the advent of the printed word to binge-watching Netflix. Gain a comprehensive understanding of mass communication, including essential theories and ethical considerations, as you cultivate your media literacy savvy.

COMM 131: WRITING FOR MEDIA • MST

Thinking about a career in media? COMM 131 is a great place to start. Develop the writing skills that are essential for fields, such as advertising, television, social media and the movies. Along with writing, learn about the techniques and terminology media professionals use every day. Unsure about which direction to take? With its multifaceted approach, COMM 131 gives you the opportunity to discover the media career path that best suits you.

Prerequisite: C or better in ENGL 103.

COMM 205: INTERPERSONAL COMMUNICATION • CPC

Want to minimize the drama in your relationship? Interpersonal communication involves communicating with those who have influence over each other within different types of relationships. Explore communication concepts and theories as they relate to family, friend, coworker and romantic relationships.

COMM 218: RHETORIC AND PUBLIC PRESENTATION • CPC

Dr. Casey Stratton

Want to speak confidently, effectively and persuasively? Add to your professional skills by learning and practicing public speaking techniques in traditional and contemporary contexts. Develop and deliver presentations relevant to various settings. Understand the effects of audiences, presenters and environments on public discourse, preparing you to orally participate in a democratic society that depends on "free speech."

Prerequisite: C or better in COMM 101

COMM 234: BEGINNING AUDIO PRODUCTION • MPD

Prof. Nathan Hartman

Explore the world of audio production and learn how it works within several production fields, including radio, digital content and film. The hands-on course gives you experience in both on-location and studio recording as well as the skills you'll need to edit audio like a professional.



COMM 240: PRINT AND ONLINE JOURNALISM • MMJ, MST

Dr. Jennifer Cox

Learn the basics of print and online news reporting, gaining hands-on journalism experience and a critical understanding of media work. Learn to report on a variety of topics, including crime, government, events, profiles and features. Also gain vital skills that apply in any communication field, such as photography, interviewing and media critiques.

Prerequisite: C or better in COMM 102.

COMM 241: MULTIMEDIA JOURNALISM • MMJ, MST

Discover the exciting arena of electronic news gathering for television. Through hands-on exercises and projects, become exposed to the basics of shooting video in the field, interviewing, non-linear editing and script writing. Master basic video editing and producing with the help of the university's AVID editing and newsroom software platforms.

Prerequisite: C or better in COMM 102.

COMM 243: TELEVISION STUDIO PRODUCTION • MPD

Learn production techniques, pre-production planning and using the equipment found in most television stations and studios. Produce non-dramatic and dramatic programs.

Prerequisite: C or better in COMM 131.

COMM 248: INTRODUCTION TO PUBLIC RELATIONS • PRSC

Dr. Meredith Morgoch

This course provides a broad survey of public relations (PR) concepts, history, theory and practice – the groundwork for public relations study. Learn about the history of PR and how PR theories can help community-based, non-profit, corporate organizations and government agencies achieve their strategic communication goals. Gain foundational PR skills for careers from media relations, digital content management and non-profit communication to campaign design, implementation and evaluation. This course is designed to help you become better media consumers, critical thinkers, storytellers and problem solvers.

Prerequisites: C or better in COMM 101 and COMM 102

COMM 249: COMMUNICATION PRACTICUM • PRSC

Prof. Amanda Welch-Hamill

Want real world professional experience in the public relations and strategic communication concentration? This class is for you! Get hands-on opportunities to explore these fields. Work 90 hours at a professional placement and leave the class with an online portfolio of your experiences to use in the future.

Prerequisites: C or better in COMM 101 and COMM 102, sophomore standing, permission of the department.

COMM 260: BUSINESS & PROFESSIONAL COMMUNICATION • CPC, PRSC

Prof. Amanda Welch-Hamill

Have you ever had to speak to someone in a professional setting or interview for a job? Need to know how to communicate at work? Want to know more about business, organizations or strategic communication? Unsure how to give a professional presentation? This class helps you with all of the above. Learn the basics of professional and strategic communication through activities, discussion, analysis and presentations.



COMM 297: COMMUNICATION RESEARCH • CPC, MST, PRSC

Dr. Meredith Morgoch

Are you interested in the WHY and HOW of communication-related phenomenon? Learn how to gather data, conduct your own research projects step-by-step and present the research findings in a professional setting. Introduction to common communication research methods, including surveys, experiments, content analysis, ethnography, interviews and focus groups. Students learn essential research and writing skills through projects created in areas of interest such as relationships, business, media or advertising/public relations. This course is designed to provide you with an understanding of common research methods used in public relations and advertising when developing, implementing and evaluating a strategic campaign. The class emphasizes real-world applications.

Prerequisites: C or better in COMM 101 and COMM 102.

COMM 300: INTERCULTURAL COMMUNICATION • CPC

Gain valuable information about both international and domestic intercultural issues, helping you to be more aware of diversity and social justice in a global context. Learn through multiple approaches, including short lectures, reading of scholarly essays, group discussion, documentary films video clips from popular TV shows, guest speakers, panel discussion, presentations, and various activities in and outside of the classroom.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 260.

COMM 307: INTERPERSONAL CONFLICT • CPC

Dr. Carolina Bown

How do we go about conflict? Do we manage well, or do we need some help? Learn how communication can reflect, create and transform conflict. Also learn about factors that contribute to destructive or constructive conflict patterns. Case studies, class debates, mediation workshops and role-play activities help you identify multiple approaches to managing conflict and to develop strategies that can guide you in overcoming conflict in personal and professional settings.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 260.

COMM 318: EVENT PLANNING AND COMMUNICATION • CPC, PRSC

Prof. Amanda Welch-Hamill

Looking for a career in event planning? Want to learn how to create and manage a fundraiser, large-scale event, gala? Event Planning and Communication explains the event planning process and the profession. Content includes budgeting, contracts, event technology, marketing and promotion of events. Actively engage in creating and staging a fundraising event.

Gain an understanding of the components of special events, including venues, lighting, décor, sound, music, entertainment and more.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 260.

COMM 331: SCREENWRITING • MPD, MST

Prof. Nathan Hartman

All movies start with a story. Learn the basics of film structure and screenplay formatting as well as what it takes to create dynamic characters and natural dialogue. Also workshop your own ideas into original short films and find out what it takes to sell a script in the entertainment industry.

Prerequisites: C or better in ENGL 103 or HONR 111.

COMM 334: THE MASS MEDIA IN SOCIETY • MST

Dr. James Burton

How do we determine media effects? How do we explain our impact on media? Explore social scientific approaches to media effects theories and research from the 20th century to the present. Expect to view media and popular culture through illuminating lenses – transforming your perspective on your favorite music, TV shows and movies.

Prerequisite: C or better in COMM 102.

COMM 343: VIDEO FIELD PRODUCTION • MPD

Dr. Aaron Gurlly

Learn to shoot videos on location and out in the real world. Learn how to choose locations, plan productions, use professional video and audio equipment, and edit using industry-standard software. Become experienced at making documentaries and scripted short movies.

Prerequisites: C or better in COMM 234 and COMM 243.



COMM 344: WRITING FOR THE PROFESSIONS • PRSC

Dr. Joshua Bolton

Learn the format and style of many of the tools public relations professionals utilize every day. Work with a community partner to research, plan and design all of the artifacts for a public relations campaign.

Prerequisite: C or better in COMM 248.

COMM 404: MASS COMMUNICATION LAW • MMJ, MST

Dr. Michael Moeder

On what basis does our society regulate mass media? Does the First Amendment do too much or not enough in relation to freedom of the press? Wrestle with these questions and strengthen your understanding of First Amendment protections and affordances. As the only private industry explicitly protected by the Constitution, develop an understanding of the relationship between the First Amendment and the evolving mass communication sector.

Prerequisites: C or better in COMM 102 and junior standing.

May not receive credit for both COMM 404 and COMM 438.

COMM 409: NONPROFIT COMMUNICATION • CPC, PRSC

Dr. Carolina Bown

Apply your communication skills to analyze the nonprofit sector and to create a communication strategic plan for a local organization. Other topics are best practices and latest trends in corporate/nonprofit partnerships, volunteer management and fundraising. The transferable skills acquired enhance your resume for either the public or private sector.

Prerequisites: Junior standing and C or better in COMM 100 or 101 or 260.

COMM 411: MANAGERIAL COMMUNICATION • CPC, PRSC

Communication creates chaos. Though we try to manage meaning through communication, people, text, artifacts and other "hidden" culprits disrupt our ability to lead effectively. Examine how leaders and managers can discern, control and create chaos through communication. Challenge traditional ideas of managers and leaders, adding a contemporary twist on "how to boss." Together, expose unrealistic assumptions of leading and managing, gaining creative skills that will offer a competitive edge in our professional lives. Ready to reimagine leadership and management?

Prerequisites: Junior standing and C or better in COMM 101 or COMM 260.

May not receive credit for both COMM 365 and COMM 411.

COMM 432: SPORTS COMMUNICATION • CPC, MMJ, PRSC

Dr. David Burns

News sports departments used to sarcastically be called "toy departments"; nothing serious, just fun and games came out of there. Those days are long gone. Today, professional sport and sport-related organizations are very big business, requiring huge investments to yield incredible profits. Discuss the GOATs and also talk about the social movements that make sports one of the U.S.'s most enduring cultural centerpieces.

Prerequisites: Junior standing and C or better in COMM 102.

May not receive credit for both COMM 345 and COMM 432.

COMM 433: DOCUMENTARY PRODUCTION • MPD

Dr. Andrew Sharma

Learn basic techniques and aesthetics of single-camera documentary production. Research topics, develop plans for gathering information relevant to your topic, practice techniques for recording video and audio, and use montage editing and other editing styles to tell the story of a person, place, event or issue of significance to you.

Prerequisite: C or better in COMM 343.

COMM 434: SPORTS REPORTING • MMJ

Dr. David Burns

It's time for you to take to the sports sideline, the broadcast booth and the sports anchor desk! Become sports reporters and anchors, producing a sports show called The Press Box. The show airs throughout Salisbury and individual student work may be offered to professional media organizations around Delmarva.

Prerequisite: C or better in COMM 241.

COMM 439: CRITICAL ISSUES IN NEW MEDIA • MMJ, MST

Dr. Jennifer Cox

How is social media affecting society? How is it impacting you? Both analyze and utilize social media to gain a better understanding of its impact on yourself and the wider culture. Sharpen your social media storytelling skills and engage in lively discussions about some of the most pressing issues of the digital age.

Prerequisites: Junior standing and C or better in COMM 102.

COMM 442: ADVERTISING CAMPAIGNS • MST, PRSC

Dr. Andrew Sharma

Work with a real-world client and create an advertising campaign. Learn how the advertising industry operates, see what ad people do, and study the effects of advertising on industry and society. Create print, radio, TV and social media advertisements.

Prerequisite: C or better in COMM 102. May not receive credit for both COMM 342 and COMM 442.

COMM 445: DIGITAL PUBLIC RELATIONS • PRSC

Dr. Vinita Agarwal

Get hands on experience designing and integrating digital strategy and managing multi-network messaging toward an immediate goal. Earn industry certificates (e.g., Hootsuite Platform Certification and Hootsuite Social Network Management and/or Google, Hubspot) and implement social media tactics based on digital principles. Showcase your strategic digital communication skills in building stakeholder networks and professional relationships with key audiences and make a difference in an issue of your choice.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 102.

COMM 446: DIGITAL FILMMAKING • MPD

Dr. Aaron Gurlly

Make a film from script to the screen. Produce, cast, direct, shoot and edit a short film in a genre of your choice. Screen the finished film before an audience that may result in a film release and an exhibition.

Prerequisites: C or better in COMM 343.

COMM 448: PUBLIC RELATIONS CASES AND STRATEGIES • PRSC

Dr. Joshua Bolton

Those who fail to learn from history are doomed to repeat it. In public relations, this is no different. Investigate how organizations have executed campaigns within many areas of public relations and circumstances in order to find out what we can learn and use.

Prerequisite: C or better in COMM 344.



COMM 449: PUBLIC AFFAIRS REPORTING • MMJ

Dr. Jennifer Cox

Public affairs reporting means covering the hard-hitting issues that matter to the audience right now. Become a real investigative reporter, visiting the courthouse, pulling police records, covering the government and getting to the bottom of issues that affect us all. Emphasize larger issues in society, such as race, gender and sexuality as they affect our audiences and our rapidly changing world.

Prerequisite: C or better in COMM 241. May not receive credit for both COMM 346 and COMM 449.

COMM 450: CRISIS COMMUNICATION • PRSC

Dr. Joshua Bolton

Engage with communication theories and methods of risk and crisis management. Engage with the three phases of crises and become equipped with the skills necessary to prepare for conflict, communicate effectively about risk, diagnose the nature of conflict, execute a crisis communication plan, as well as recover and learn from conflict. Engage with real-life examples and scenarios.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 260.

COMM 451: HEALTH COMMUNICATION • CPC, PRSC

Dr. Vinita Agarwal

Learn how to communicate effectively in a range of health communication contexts, engage in applied settings to make a positive difference, analyze media artifacts and develop your health literacy skills. Experience health communication in the situations in which it naturally occurs and get an up-close look at working on some of the health care dilemmas in our community. Acquire professional-quality experience and showcase your accomplishments in a portfolio.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 102. May not receive credit for both COMM 341 and COMM 451.

COMM 453: HEALTH BEHAVIOR CHANGE • CPC, PRSC

Dr. Vinita Agarwal

From federal messaging on dietary guidelines to advertisements for obesity management, from healthy workplaces to TikTok wellness gurus and celebrity influencers battling mental health challenges to media promotions of addiction, health behavior change is center stage to every messaging arm of society today. Connect theory with engagement, and strategic health communication students gain a valuable opportunity to showcase their social marketing skills to reach key target audiences, tailor impactful messages and design effective health behavior change communication campaigns and interventions for health promotion, disease prevention and cultivating well-being.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 102.

COMM 456: ADVANCED TELEVISION STUDIO PRODUCTION • MPD

Dr. Aaron Gurlly

Writing, producing, directing, editing – you'll get it all here in this class designed to bring your creative ideas to life. Work in our real television studio gaining experience behind-the-camera to tell stories and make your work stand out.

Prerequisite: C or better in COMM 243.

COMPLETING YOUR MAJOR CORE

Each communication major is required to complete a final core requirement: either a study abroad experience (399), a senior seminar (490) or an internship (495).

COMM 399: INTERNATIONAL STUDIES IN COMMUNICATION • ALL

Students have two opportunities to study abroad with the Communication Department. In winter 2023, we offer short-term trips to Scotland and India. The deadline to apply is September 15, but applications are reviewed on a first-come, first-served basis, so apply now!

The Lori J. DeWitt Memorial Scholarship is available to help students with financial need study abroad. Students can receive \$1,000 to apply toward a communication-based study abroad experience. Get more information here: salisbury.academicworks.com/opportunities/2246.

COMM 490-001: COMMUNICATION SEMINAR • ALL

Dr. Chrys Egan

Communication and leadership are interconnected and inseparable. Effective communication is essential for engaged leadership, and leadership awareness is a key component of healthy communication. Communication and leadership occur at every level: intrapersonal, interpersonal, group, organizational, public, mediated and cultural. Embrace your leadership identity and style to communicate your vision to others and motivate them to accomplish goals.

Prerequisite: Senior standing and permission of the instructor.

COMM 490-002: COMMUNICATION SEMINAR • ALL

Dr. Meredith Morgoch

Examine how visual communication may persuade an audience's attention, perspective, understanding and behavior of cultural phenomena. Apply theoretical perspectives from media studies and strategic communication to critically analyze historical and current visual communication artifacts. Create a professional portfolio of applied visual communication coursework as a final project.

Prerequisites: Senior standing and permission of the instructor.

COMM 495: INTERNSHIP IN COMMUNICATION • ALL

Dr. Carolina Bown

Internships provide practical experience in the application of theoretical concepts, including broadcasting, theatre, journalism, organizational communication, public relations and training. Visit the internship website for more information on how you can get one: salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx

We also offer semester-long internship in communication throughout Europe, where you can gain valuable experience working with our global partners. Visit the Global Experiences page globalexperiences.com/landing/salisbury for more information.

Junior standing and C or better in COMM 101, COMM 102, track core courses, 2.5 overall GPA, 3.0 GPA in COMM and permission of the department

Student Organizations

The department offers many opportunities to engage in social and organizational activities through student groups and professional student organizations.



Delta Theta Chapter of Lambda Pi Eta

Lambda Pi Eta (LPH) is the National Communication Association's official honor society. LPH goals are to recognize, foster and reward outstanding scholastic achievement; stimulate interest in the field of communication; and promote and encourage professional development among communication majors.



The Flyer

The Flyer is a free, student-run publication that seeks to provide a voice for the students of the Salisbury University community. Sections consist of news, sports, editorial and "Gull Life" (features). Any student interested in writing, newspaper design or photography is welcome!



Public Relations Student Society of America (PRSSA)

The Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. They advocate rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession.



SU-TV

Salisbury University Television is a student-staffed and -managed television station on SU's campus. The station is run in collaboration with Television Services, the Communication Department and Information Technology. Any student, staff or faculty member at Salisbury University is eligible to participate within the organization or to propose program concepts.



Society of Professional Journalists (SPJ)

The Society of Professional Journalists at Salisbury University is dedicated to training upcoming media practitioners and providing networking opportunities with professionals in the field. SPJ explores issues affecting contemporary media, including ethics, online journalism, social media and media management.



WXSU Radio

WXSU brings you music that YOU want to hear, that other stations wouldn't dare to play. From the college students, to the college students.



SU is an Equal Opportunity/AA/Title IX university and provides reasonable accommodation given sufficient notice to the University office or staff sponsoring the event or program. For more information regarding SU's policies and procedures, please visit salisbury.edu/equity.