

THE COLLEGE OF INFORMATICS

DEPARTMENTS

Business Informatics, Communication, Computer Science
Outreach Unit: Infrastructure Management Institute (IMI)

CONTACTING THE COLLEGE

The main office of the College of Informatics is located in AST 206 and may be reached during business hours by phone at 859-572-5568. Interested persons are invited to browse the college's website at <http://informatics.nku.edu>

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Inquiries about the College of Informatics undergraduate programs and advising questions can be directed to the College of Informatics Advising Center, located in AST 363. You can also reach us by phone at 859-572-7784 or e-mail to informatics@nku.edu.

PROGRAMS OFFERED BY THE COLLEGE OF INFORMATICS

Bachelor Degrees

Bachelor of Arts

Communication Studies
Electronic Media and Broadcasting
Journalism
Media Informatics
Public Relations

Bachelor of Science

Business Informatics
Computer Information Technology
Computer Science

Minors

Communication Studies
Business Informatics
Computer Forensics
Computer Information Technology
Computer Science
Electronic Media and Broadcasting
Information Security
Journalism
Popular Culture Studies

Undergraduate Certificates

Business Informatics

Post-Baccalaureate Certificates

Information Systems Development
Information Systems Management

Graduate Programs

(See graduate catalog for additional information)

Master of Arts in Communication
Master of Science in Business Informatics
Master of Science in Computer Science
Master of Science in Health Informatics

Graduate Certificates

Business Informatics
Enterprise Resource Planning
Health Informatics

MISSION AND GOALS FOR THE COLLEGE OF INFORMATICS

The mission of the COI at NKU is to create a community of learners and scholars especially prepared to meet the fast-paced integrative changes in the fields of computing, information, and communication. Through its curriculum, research, and outreach programs, COI represents NKU's creative, analytic, and technical response to an economy driven by innovation and convergence. COI will play a proactive leadership role in the transition to a new economy in the region.

COI represents a community of scholars who excel at educating students in the interdisciplinary and disciplinary study of computer science, communication, business informatics, and media. Our educational, research, and outreach activities are informed by the philosophy that computing, communication, and information processes go hand-in-hand.

While the list that follows is not meant to be all inclusive, the COI will develop integrative programs of excellence that feature a variety of cutting-edge topics spanning four major categories:

- Information and communication infrastructure: integrated voice/data systems; hardware configuration and maintenance; integrative mass broadcasting systems; mobile technologies; information algorithms and architecture; information security and cryptography; logic and computation; real-time embedded systems; network design and telecommunications.
- Information and communication design: software engineering; intelligent systems; database design; enterprise systems development; news writing and technical documentation; scientific visualization; web development and publishing; human-computer interaction and communication; animation; computer graphics; knowledge representation; usability and content issues; multi-media product design; entertainment; media production.
- Information and communication management: organizational intelligence; e-commerce; global technology management; journalism and content management; ethics and mass media; health informatics; technology-focused business models; IT project management; public relations; organizational communication; work flow and process analysis; IT innovation; information policy and communication law; human communication.
- Information and communication analysis: data warehousing; knowledge-based analysis and business intelligence; computer-

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ACC 201 Principles of Accounting II
BUS 230 Legal Environment
ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
ENG 291 Advanced Writing
STA 212 Statistics for Business Applications I

Additional requirements for the B.S. in Business Informatics:

INF 110 Business Programming
INF 282 Introduction to Databases
INF 284 Introduction to Networks and Data Communication
INF 286 Introduction to Web Development
MAT 109 Algebra for College Students (or ACT 23 or higher)
STA 213 Statistics for Business Applications II or MAT 112 or BIS 380
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
BIS 305 Advanced Business Programming or INF 260 Object-Oriented Programming I
BIS 310 Structured Analysis and Design
BIS 330 IT Project Management
MGT 300 Behavior in Organizations
BIS 485 Strategic Information Systems Management (Capstone)
MGT 490 Business Policy

Students must also take three electives chosen from the following courses:

BIS 380 Quantitative Analysis with Excel
BIS 382 Information Security and Controls
BIS 402 Programming for E-Commerce
BIS 410 Advanced Analysis and Design
BIS 420 Knowledge Management and Enterprise Applications
BIS 430 Workflow Design and Management
BIS 435 Database Management Systems
BIS 440 Global Information Technology Management
BIS 494 Topics in Business Informatics

The B.S. in Business Informatics also requires completion of the minor in Business Administration. This minor includes courses previously listed and the following four courses:

FIN 305 Principles of Finance
BIS 300 Management Information Systems
MGT 305 Operations Management
MKT 305 Principles of Marketing

Additional Requirements

Business Informatics majors must also meet the requirements listed in the College of Business section entitled "College-Wide Requirements."

Transfer Students

Transfer students must complete at least 50% of the courses required for the major and at least 50% of the major discipline courses at Northern Kentucky University. For evaluation of transferred courses to meet this requirement and the requirement for 64 semester hours of non-business courses, transfer students should make an advising appointment with the Business Informatics Department in AST 368 at 859-572-6366 as soon as transcripts from previous institutions are available.

MINOR

The Minor in Business Informatics

For a minor in Business Informatics, students must complete the following courses:

INF 110 Business Programming
INF 282 Introduction to Databases or
BIS 300 Management Information Systems (prerequisite STA 205

or STA 212)

Plus one of the following:

INF 186 Elementary Web Development
INF 284 Introduction to Networks and Data Communication
INF 286 Introduction to Web Development

Additionally, they must choose three courses from the following:

BIS 305 Advanced Business Programming
BIS 310 Structured Analysis and Design
BIS 330 IT Project Management
BIS 380 Quantitative Analysis with Excel
BIS 382 Principles of Information Security
BIS 402 Programming for E-Commerce
BIS 410 Advanced Analysis and Design
BIS 420 Knowledge Management and Enterprise Applications
BIS 430 Workflow Design and Management
BIS 435 Database Management Systems
BIS 440 Global Information Technology Management
BIS 494 Topics in Business Informatics

CERTIFICATE

Certificate in Business Informatics

INF 110 Business Programming
INF 282 Introduction to Databases
BIS 300 Management Information Systems
BIS 330 Project Management

POST-BACCALAUREATE CERTIFICATES

The Department of Business Informatics also offers two post-baccalaureate certificate programs. The first requires completion of six three-credit hour courses pertaining to Information Systems Development. The second involves completion of four three-credit hour courses pertaining to Information Systems Management.

Any student with a prior undergraduate degree is eligible for these certificate programs. Most students with an undergraduate degree in a business discipline will only need the courses listed below under the specific certificate program. For students with non-business undergraduate degrees, more courses may be needed to complete prerequisites that are typically courses in an undergraduate business program. These certificates are designed to be completed in 3-4 semesters of part-time study for students with an undergraduate business degree. Students with non-business undergraduate degrees should consult with an advisor for information about additional prerequisite courses and approximate length of time to complete the program.

Information Systems Development - 18 credit hours

INF 110 Business Programming
INF 282 Introduction to Databases
INF 284 Introduction to Networks and Data Communication
BIS 305 Advanced Business Programming
BIS 310 Structured Analysis & Design
BIS 402 Programming for E-Commerce

Information Systems Management - 15 credit hours

INF 110 Business Programming
BIS 300 Management Information Systems
BIS 330 IT Project Management
BIS 440 Global Information Technology Management
BIS 485 Strategic Information Systems Management

All coursework must be taken for a letter grade and must be completed within eight years.

Communication Department

FACULTY

Dr. Cady Short-Thompson, *chair*

Wes R. Akers, Matthew Baker, Stephen D. Boyd, Tony Chowning, Mary Carmen Cupito, Michele Day, Gregory G. DeBlasio, Anthony Deiter, John Gibson, Zachary Hart, Brad King, Stephanie Klatzke, Yasue Kuwahara, Andrea N. Lambert, Sara Mahle, Jacqueline S. McNally, Jimmie Manning, J. Patrick Moynahan, Robert W. Mullen (emeritus), Denis Mueller, Russell F. Proctor II, James Gaut Ragsdale, Vicki Abney Ragsdale, Bradford W. Scharlott, Sarah Schroeder, Cady Short-Thompson, Karen P. Slawter, Christopher L. Strobel, Penelope B. Summers, Ann M. Taylor, David S. Thomson, Leesha Thrower-Camara, Michael L. Turney (emeritus), Steven M. Weiss, Stephen Yungbluth.

CONTACTING THE DEPARTMENT

The Department of Communication is located in LA 134 and ST 392 and may be reached during business hours by phone at 859-572-5435. Visit the department's website at <http://informatics.nku.edu/com/>.

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PROGRAMS OFFERED

Bachelor of Arts

Communication Studies
 Electronic Media and Broadcasting
 Journalism
 Media Informatics
 Public Relations

Minors

Communication Studies
 Electronic Media and Broadcasting
 Journalism
 Media Informatics
 Popular Culture Studies

Master of Arts in Communication

GENERAL EDUCATION COURSES OFFERED

CMST 101 Public Speaking
 EMB 100 Media Literacy
 EMB 105 Race, Gender, and the Mass Media
 POP 205 Introduction to Popular Culture and the Mass Media
 POP 345 Japanese Popular Culture

PRE-MAJOR AND SELECTIVE ADMISSION REQUIREMENTS

See Communication Studies
 See Electronic Media and Broadcasting
 See Journalism
 See Media Informatics

COMMUNICATION DEPARTMENT

The faculty of the Department of Communication fosters an integrated approach to the study and practice of communication and emphasizes the fundamental role that communication plays in virtually all human endeavors. With offerings that encompass communication studies,

journalism, media informatics, public relations, electronic media and broadcasting, and communication studies, the department stresses an academic and applied focus among the various communication specialties.

Communication courses offer students basic and advanced skills in written, spoken, and digital and computer mediated communication. They also promote an understanding of the principles and theories of interpersonal and mass communication as well as an awareness of the personal, social, psychological, and cultural impacts of communication. Whatever their specific focus—news writing, public speaking, communication law, criticism, production, or communication theory—the department's courses emphasize situational analysis, issue identification, problem-solving, message construction, and effective presentation.

The Department of Communication offers majors in journalism, public relations, electronic media and broadcasting, media informatics, and communication studies for students who aspire to careers as professional communicators in fields such as newspaper journalism, magazine publishing, audio and video production, broadcast news, advertising and public relations, educational media and organizational communication. Minors are offered in journalism, media informatics, electronic media and broadcasting, communication studies, and popular culture. The department also offers students a wide range of courses that enhance their communicative abilities and support their interests and studies in other disciplines.

The major in public relations offers students a program of interdisciplinary study leading to career opportunities in public relations. The major has an academic and applied orientation and consequently students learn principles and engage in practices that prepare them for entry-level positions in public relations.

The major in journalism is for students interested in writing for newspapers, magazines, and electronic media. It offers a broad base of coursework designed to convey an understanding of the total mass media system coupled with an area of specialization.

The major in media informatics provides students with opportunities to learn and experience the world of new media. This interdisciplinary program explores digital and graphic technologies, computer-mediated communication, animation and the convergence of emerging and legacy media.

The major in electronic media and broadcasting provides a solid foundation for students interested in a career in broadcasting or electronic media production. This discipline encompasses performance, audio production, single-and multiple-camera video production, scriptwriter, sales, advertising, promotion, and management. The major also serves as a springboard for graduate study in several mass communication fields.

The major in communication studies provides a firm foundation for careers or graduate study in many fields. Among the most popular are public relations, sales, organizational communication, law, and training and development/human resources.

Minimum ACT/SAT/COMPASS English test score requirement:

The level of writing required for many of the courses within the department dictates that certain minimum standardized scores in English be attained PRIOR to taking certain requisite courses within our majors. Please refer to the descriptions of each major for more details. It is the student's responsibility to be aware of these minimum requirements PRIOR to pursuing their course of study. Students do have the option to re-take the residual English portions of these tests to achieve the necessary scores.

COMMUNICATION STUDIES

The communication studies program provides (1) a strong general background in practice, theory, history, and criticism of communicative acts; (2) opportunities for students to improve their communication skills; (3) a variety of courses to enrich the programs of students in other disciplines; (4) training for students who plan to enter professional fields such

as public relations, human resources, sales, training/development, law, ministry, teaching, business, and politics; and (5) a background for graduate study in communication studies or related fields.

PRE-MAJOR REQUIREMENT FOR COMMUNICATION STUDIES

Prospective majors must complete the following to be admitted to the major.

- 45 credit hours of study
- CMST 101 Principles of Speech Communication
- CMST 220 Interpersonal Communication with a *C* or better
- Cumulative GPA of 2.50 or higher at time of admission to major

These requirements must be met prior to completing 75 hours of study.

The Major in Communication Studies

Students majoring in communication studies must satisfactorily complete 39 credit hours of study as outlined below, must earn a grade of *C* or better or a GPA of 2.5 in these 39 semester hours of study, and must take CMST 101 as part of their general education requirements.

1. Core courses

CMST 220 Interpersonal Communication	3
CMST 230 Small Group Communication	3
CMST 300 Research Methods in Communication Studies	3
CMST 303 Organizational Communication	3
CMST 340 Strategies of Persuasion <i>or</i>	
CMST 310 Argumentation	3
CMST 370 Advanced Public Speaking	3
CMST 355 Cross-Cultural Communication	3
CMST 430 Communication Theories <i>or</i>	
CMST 410 Rhetorical Theories	<u>3</u>
Total Core	24

2. Elective Courses (9 semester hours)

Students majoring in communication studies must take 9 semester hours of elective courses selected in consultation with their adviser. Up to three of these semester hours may be taken in JOU, PRE, POP, EMB or MIN courses; otherwise, all elective credit must be in CMST courses. Courses taken for general education credit may not be used as elective courses for the major.

3. Writing Course (3 semester hours)

One writing-intensive course must be taken from the list below. Other writing-intensive courses may be substituted if approved by the CMST faculty. **Students may not use the writing course for the CMST major to complete requirements for their minor, area of concentration, or second major.** Prerequisites may be required for some of these courses; please consult catalog.

EMB 260 Writing for the Media	3
ENG 340 Business Writing	3
ENG 331 Persuasive Writing	3
JOU 220 Newswriting I	3

4. Computer Course (3 semester hours)

One computer-intensive course must be taken from the list below. Other computer-intensive courses may be substituted if approved by the communication studies faculty. **Students may not use the computer course for the CMST major to complete requirements for their minor, area of concentration, or second major.** Prerequisites may be required for some of these courses; please consult catalog.

INF 101 Computer Literacy and Informatics	3
JOU 321 Publication Skills	4

Total - CMST Major 39

The Minor in Communication Studies

CMST minors must earn a grade of *C* or better in 21 semester hours of study in CMST courses, including CMST 220 (Interpersonal Communication). CMST minors must take CMST 101 as part of their general education requirements.

ELECTRONIC MEDIA AND BROADCASTING

The electronic media and broadcasting program is designed to provide a background in the theory and creation of electronic media that prepares students for careers in the many opportunities in media communication or for graduate studies. The program offers a variety of courses that will develop the necessary skills and knowledge to succeed in the rapidly changing field of communicating through the various avenues of electronic media - from broadcast journalism to live sports production to studio newscasts to documentary production to digital cinema and more.

Program Requirements

The requirement for an electronic media and broadcasting major consists of fifteen hours in the EMB core courses and thirty-three hours of courses listed in one of the two sequences: electronic media or broadcast journalism.

To be considered for graduation, students must complete a full minor in consultation with their major advisor. Students in the Broadcast Journalism sequence must choose a minor other than Journalism, as that sequence encompasses the JOU minor as part of the major.

Students must receive a *C* or better or a GPA of 2.5 in all courses which apply to the EMB major and must also have an ACT English score of 20 or higher (or the equivalent on a comparable test) before enrolling in either of the required basic writing courses, EMB 260 or 265.

Core Courses (15 hours)

EMB/JOU 100 Media Literacy	3
EMB 110 Introduction to Mass Media	3
EMB 140 Introduction to Media Aesthetics	3
EMB 260/265 Writing for the Media/Broadcast Newswriting	3
EMB 396/397 Internship or Projects	3

Electronic Media Sequence (33 hours)

Conceptual/Studies (Choose 2)

EMB 400 Media Criticism	3
EMB /CMST 430 Communication Theories	3
CMST 220 Interpersonal Communication	3
CMST 303 Organizational Communication	3
PSY 304 Consumer Psychology	3

Practical (Choose 2)

EMB 210 Introduction to Video: Single Camera Production	3
EMB 215 Introduction to Audio Production	3
EMB 305 Multi Camera Video Production	3
EMB 230 Broadcast Announcing	3
MIN 240 Introduction to Interactive 2-D Design	3

Business/Law/Ethics (Choose 2)

EMB 307 Broadcast Programming	3
EMB 313 Media Sales, Advertising & Promotion	3
EMB 460 Broadcast Management	3
JOU 385 Law of Mass Communication	3
JOU 440 Ethics and the Media	3

Elective Requirements(15 hours total)

9 upper-division hours from Electronic Media and Broadcasting, Popular Culture or Media Informatics

6 additional hours from any discipline in the College of Informatics (may include courses from EMB)

Broadcast Journalism Sequence (33 hours)**Conceptual/Studies (Choose 2)**

EMB 400 Media Criticism	3
EMB/CMST 430 Communication Theories	3
CMST 220 Interpersonal Communication	3
CMST 303 Organizational Communication	3
PSY 304 Consumer Psychology	3

Practical (Choose 2)

EMB 210 Introduction to Video: Single Camera Production	3
EMB 215 Introduction to Audio Production	3
EMB 305 Multi Camera Video Production	3
EMB 230 Broadcast Announcing	3
MIN 240 Introduction to Interactive 2-D Design	3

Writing (All 3 required)

EMB 361 Advanced Broadcast Newswriting	3
JOU 220 Newswriting I	3
JOU 230 Newswriting II	3

Law and Ethics (both required)

JOU 385 Law of Mass Communication	3
JOU 440 Ethics and the Media	3

Elective Requirements (6 hours total)

6 upper-division hours from Electronic Media and Broadcasting or Journalism

The Minor in Electronic Media and Broadcasting

Students who wish to earn a minor in EMB must arrange specific details of the requirements with an EMB faculty advisor.

The requirements for a minor in EMB are:

EMB 100 Media Literacy (or JOU 100)	3
EMB 110 Introduction to Mass Media	3
EMB 140 Intro to Media Aesthetics	3
EMB 260 Writing for the Media or	
EMB 265 Broadcast Newswriting	3
Electives - four EMB electives chosen in consultation with EMB advisor	<u>12</u>

Total Hours Required 24

*Students must receive a C or better in any EMB courses taken to fulfill the requirements of the minor.

Note: Elective courses may only be used to satisfy one major/minor requirement, but may be used for two required elements. For example, a major in EMB with a minor in Communication Studies may use CMST 220 for both the major and the minor as the course is required for each. However, EMB/CMST 430 may only be used for the EMB major as it is not a required element of the Communication Studies minor, and EMB 100 may be used for both the EMB major and for general education.

JOURNALISM

The journalism major is designed to provide students with fundamental skills and legal and ethical backgrounds in journalism and related fields.

Program Requirements

- Students must have an ACT English score or an ACT composite score of 20 or higher (or the equivalent on a comparable test) before they may enroll in JOU 220 Newswriting I, which is a required course.
- To graduate, students must have either a grade-point of 2.5 or higher in courses required for the major or no grade lower than a C in any course required for the major.

- Students majoring in journalism may not receive credit for more than 45 semester hours in JOU courses or their cross-listed equivalents. They must satisfy the oral communication requirement of general education by taking CMST 101.

Bachelor of Arts in Journalism

Requirements for the major in Journalism are:

JOU 110/EMB 110 Introduction to Mass Media	3
JOU 220 Newswriting I	3
JOU 230 Newswriting II	3
JOU 296 Practicum	1
JOU 321 Publication Skills	4
JOU 346 Editing and Layout	4
JOU 385 Law of Mass Communication	3
JOU 396 Internship or JOU 297 Advanced Practicum	1-3
JOU 440 Ethics and Media	3
JOU 492 Mass Media Research Methods	3
Plus three elective courses at the 300-level or above from the Communication Department, two of which must be JOU.	9
Total	38-39

*The total hours for JOU 296, JOU 297, JOU 396 must be at least 3 but may not exceed 6.

The Minor in Journalism

Requirements for the minor in journalism are:

JOU 110/EMB 110 Introduction to Mass Media	3
JOU 220 Newswriting I	3
JOU 230 Newswriting II	3
JOU 385 Law of Mass Communication	3
JOU 440 Ethics and the Media	3
Plus two elective Journalism courses at the 300-level or above, for a total of 21 hours for the minor.	

*Students must have either a grade-point average of at least 2.5 in the journalism minor or no grade lower than a C in any course required for the minor.

MEDIA INFORMATICS

The media informatics major is designed to provide students with the ability to create interactive, digital content using modern software and digital tools that range from basic HTML code up through 3d animation tools. Students combine their knowledge of design tools with applied, interactive storytelling skills leading to the production of interactive, digital projects that combine Web and animation design with audio, video and text. Students majoring in Media Informatics will acquire a skill set that is applicable for content creation across the channels.

Requirements for a major in Media Informatics are:

Core courses (36 credit hours)

INF 110 Business Programming <u>or</u>	
INF 120 Elementary Programming	3
INF 186 Elementary Web Design <u>or</u>	
INF 286 Introduction to Web Development	3
EMB 140 Introduction to Media Aesthetics	3
JOU 220 Newswriting I	3
MIN 240 Introduction to Integrated Media	3
PHI 210 Ethics of Information Technology	3
ART 221 Web Design for Non-Majors	3
MIN 252 Interactive Non-Linear Storytelling	3
EMB 265 Broadcast News Writing	3
MIN 340 Advanced 2D Design	3
MIN 352 Writing for Digital Media	3
MIN 496 Senior Practicum: Media Informatics	3

Students are required to take 12 hours in elective courses. In consultation with an advisor, electives may be grouped into three general cate-

gories to emphasis points of interest -- programming and databases, electronic media broadcasting, journalism and public relations and animation, design and projects. The program provides these recommended groupings of electives, but students have the alternative of developing an individualized program. Students may not count elective courses toward the minor degree requirement.

Electives (12 credit hours):

Programming and Databases

IFS 330 Project Management	3
INF 260/260L Object Oriented Programming I	4
INF 282 Introduction to Databases	3
INF 284 Introduction to Networks and Data Communication	3
INF 345 Wireless Commerce Technology	3
INF 394 Intermediate Topics: Informatics	3
INF 444 Social Informatics	3
CSC 301 Web Programming	3

Electronic Media and Broadcasting

EMB 210 Single Camera Production	3
EMB 215 Audio Production	3
EMB 320 Digital Editing	3
EMB 422 Digital Editing	3

Journalism and Public Relations

JOU 321 Publication Skills	4
JOU 325 Photo Journalism	3
JOU 374 Digital Age Advertising	3
PRE 410 Electronic Public Relations	3

Animation, Design and Projects

ART 331 Digital Design	3
MIN 345 Introductions to 3d Animation	3
MIN 381 Computer-Mediated Communication	3
MIN 391 Impact of Computer Games and Virtual Worlds	3
MIN 396 Professional Internship	1-3
MIN 445 Advanced 3d Animation	3
MIN 452 Advanced Digital Media Projects	3
MIN 481 Design of Immersive Experiences	3

The Minor in Media Informatics

Requirements for the Media Informatics minor are:

Interactive Design Core (6 credit hours)

MIN 240 Introduction to 2d Design	3
MIN 345 Introduction to 3d Animation	3

Storytelling/Projects Core (6 credit hours):

MIN 252 Interactive, Non-Linear Storytelling	3
MIN 352 Digital Media Projects	3

Media Informatics Electives (choose 9 credit hours; other electives require advisor approval)

MIN 340 Advanced 2d Design	3
MIN 381 Computer-Mediated Communication	3
MIN 391 Impact of Computer Games and Virtual Worlds	3
MIN 445 Advanced 3d Animation	3
MIN 452 Advanced Digital Media Projects	3
Total	21

PUBLIC RELATIONS

This degree offers students a program of interdisciplinary study leading to career opportunities in public relations. The major has an academic and applied orientation, and, consequently, students learn principles and engage in practices that prepare them for entry-level positions in public relations.

Students must have an ACT English score or an ACT composite score of 20 or higher (or the equivalent on a comparable test) before

they may enroll in JOU 220 Newswriting I or EMB 265 Broadcast News Writing, which is a requirement for the program.

The Major in Public Relations

JOU 110/EMB 110 Introduction to Mass Media	3
JOU 220 Newswriting I or EMB 265 Broadcast News Writing	3
CMST 220 Interpersonal Communication or CMST 303 Organizational Communication	3
PRE 375 Principles of Public Relations	3
JOU 385 Law of Mass Communication	3
PRE 400 Public Relations Planning and Account Management	3
CMST 340 Strategies of Persuasion or JOU 370 Advertising	3
PRE 376 Public Relations Writing	3
JOU 321 Publication Skills or PRE 410 Electronic Public Relations or CMST 370 Advanced Public Speaking	3
JOU 492 Mass Communication Research Methods or PRE 385 Public Relations Research Methods	3
PRE 377 Public Relations Case Studies and Campaigns	3
PRE 394 Special Topics in Public Relations or a 300-level or above elective in Dept. of Communication	3
One course from: Applied Experiential Credit via a PRE 396 Public Relations Internship <u>or</u>	3
PRE 499 Independent Study: Public Relations <u>or</u>	3
PRE 296 Public Relations Practicum	3
Total	42-43

POPULAR CULTURE STUDIES

Offered by the Department of Communication, the minor in Popular Culture Studies offers students an opportunity to explore their cultural environment by examining aspects of cultural artifacts and events and relating them to their specific interests. The interdisciplinary program seeks to broaden the base of a student's college education by using the courses of several disciplines to provide a wide, comprehensive approach to knowledge. The program is designed to equip the student with tools to analyze the world from the standpoint of popular culture. Students will gain familiarity with such concepts as the meaning of beliefs and the significance of icons, heroes, rituals, stereotypes, popular art, and relate those ideas to specific topical interests of their choice.

The program consists of 21 credit hours, including specific popular culture courses and courses taken from the various departments of the university. In consultation with an advisor, students will identify a particular topic of concentration or theme and then select courses from a variety of course offerings. The courses chosen must relate to a particular topic or theme. Twelve (12) of these hours are required courses: POP 205, JOU/EMB 100, ENG 365/HIS 380, and POP 499. The required courses will assist students in understanding the differences as well as the fluid relationships between folk, popular, and elite culture. All students must complete the required introductory course (POP 205), which introduces them to the field of popular culture studies, including its major areas. Since the mass media are the chief disseminators of popular culture, students are required to take EMB/JOU 100, which examines the roles and of functions of mass media in today's society. Students then must take either American Folklore (ENG 365) or History and Film (HIS 380), depending on their interests. An additional 9 semester hours of elective courses are chosen by the student and advisor based on the student's topic of concentration. To finish the required coursework for the minor, all students must complete an independent study (POP 499), which gives them the chance to read and discuss topics of interest and which will culminate their coursework as a capstone experience.

Due to the unusual nature of the program, the student-advisor relationship is very important. Only through careful consultation can an indi-

vidual program be worked out which will satisfy the needs of the student and at the same time meet the requirements of the program. Students interested in the minor must meet the program director prior to declaring the minor in order to discuss their interest and establish their individual programs and rationale for course selection.

Popular Culture Studies Minor Program Requirements (21 credit hours are required)

Required Courses (12 credit hours)

POP 205 Introduction to Popular Culture
EMB/JOU 100 Media Literacy
ENG 365 American Folklore or HIS 380 History and Film
POP 499 Independent Study in Popular Culture

*Electives (9 credit hours *)*

Take one course from at least **two** of the following five categories
* credit hours must be taken at 300-level and above

American Culture and Society

ENG 353 Contemporary American Novel
ENG 370 Focus on United States Civilization
HIS 314 Rise of the Industrial United State, 1865-1990
HIS 315 Modern United States History, 1900-1939
HIS 316 Modern United States History Since 1939
HIS 454 Early American Frontier
HIS 455 Later American Frontier
EDU 316 Racism and Sexism in Educational Institutions
JOU 421 History of Mass Communication *or*
EMB 311 History of Broadcasting
JOU 440 Ethics and the Media
JUS 101 Introduction to Criminal Justice
JUS 231 Race, Gender and the Law
PSC 319 Presidential Elections
PSC 320 American Politics in Film
EMB 105 Race, Gender, and the Mass Media
SOC 307 Social Stratification
SOC 364 Women and Men in Society

Subgroups (Regional Cultures/Diversity/Ethnic Groups) in America

BLS 100 Introduction to Black Studies
ANT 231 Modern American Indians
ANT 273 Race, Gender & Culture
ENG 210 Survey of African American Literature
ENG 305 American Women Writers
ENG 354 Southern Women Writers
ENG 355 Women's Autobiographical Writing
ENG 367 Topics in African American Literature
GEO 302 Cultural Geography
GEO 309 Historical Geography of the United States
HIS 317 History of the New South
HIS 431 Historical Themes in African-American History
HIS 444 History of Women in the United States to 1900
HIS 445 History of Women in the United States since 1900
HIS 541 History of Kentucky
PSC 328 State and Urban Problems
PSY 201 Psychology of Race and Gender
PSY 308 Psychology of Gender
SOC 250 Women in Society *or*
WGS 150 Introduction to Women's Studies
SOC 300 Race and Ethnic Relations
SPI 311 Spanish-American Culture and Civilization
WGS 310 Women, Wages, and Work

International Perspective

ANT 240 Peoples of Africa

ANT 245 Peoples of Latin America
ANT 310 African Art
ANT 360 Indians of Mexico and Guatemala
ANT 362 Japanese Culture and Society
ARTH 360 African American Art
CMST 355 Cross-Cultural Communication
ECO 344 Comparative Economic Systems
FRE 310 French Culture and Society Today
FRE 311 French Cultural History
GER 310 Contemporary German Life
GER 311 German Cultural History
HIS 325 Early Latin American History
HIS 326 Modern Latin American History
HIS 329 History of the Middle East
HIS 413 History of Nazi Germany
HIS 473 Battles and Behavior I 1066-1836
HIS 474 Battles and Behavior II 1854-1984
HIS 565 Vietnam War
MUS 106 Music of World Cultures
POP 345 Japanese Popular Culture
SOC 301 World Patterns or Race and Ethnicity
SPI 310 Spanish Culture and Civilization

Traditional Arts and Humanities

ART 102 Survey of Western Art II
ART 103 Survey of Western Art III
ART 321 History of Design
ARTP 290 Basic Photography
DAN 427 Dance History
EMB 380 Documentary Theory and History
EMB 400 Media Criticism
ENG 202 Survey of British Literature I
ENG 203 Survey of British Literature II
ENG 208 Survey of American Literature I
ENG 209 Survey of American Literature II
ENG 215 Greek and Roman Mythology
ENG 266 Folklore and Literature
ENG 302 Literature and Film
ENG 315 The Bible as Literature
ENG 386 Children's Literature
HIS 421 Cultural and Intellectual History of the U.S. to 1865
MUS 110 Appreciation of Jazz
TAR 455 Musical Theater Literature II

Social and Behavioral Sciences

ANT 275 Language and Culture
ANT 320 Religion and Culture
ANT 358 Art and Culture
ECO 320 History of Economic Thought
HSR 314 Death, Dying, and Grief
JOU 370 Principles of Advertising *or*
MKT 308 Advertising and Promotion
MKT 320 Consumer Behavior *or*
PSY 304 Consumer Psychology
PSY 205 Psychology of Human Sexuality
PSY 340 Social Psychology *or*
SOC 303 Social Psychology
PSY 345 Human Factors Psychology *or*
PSY 348 Environmental Psychology
PRE 375 Principles of Public Relations
SOC 205 Current Social Issues
SOC 213 Sociology of Aging
SOC 308 Social Organization
SOC 315 Marriage and the Family
SOC 369 Sex Crimes

*Topics courses, e.g., POP 394 Special Topics in Popular Culture, may be taken and applied toward the minor upon approval of the program director. *Students who wish to substitute a course not listed above for an elective course must obtain prior approval of the program director.

*Students who wish to substitute a course not listed above for an elective course must obtain prior approval of the program director.

*Students cannot count the courses required for their majors as the elective courses for the minor.

*Students cannot choose more than two elective courses with the same designator.

Computer Science Department

FACULTY

Kevin Kirby, *interim chair*

Alina Campan, Maureen Doyle, Richard K. Fox, Charles E. Frank, Wei Hao, Yi Hu, Hetal Jasani, Gary Newell, Douglas G. Perry, Marius Truta, James Walden, Hongmei Wang, Jeff Ward, Gail W. Wells, Dorothy Wright

CONTACTING THE DEPARTMENT

The Department of Computer Science is located in AST 375 and may be reached during business hours by phone at 859-572-6930. Visit the department's website at <http://cs.nku.edu> for updates on information.

Dr. Kevin Kirby, *interim chair* kirby@nku.edu
Dorothy Wright, *advisor/lecturer* wrightd4@nku.edu

PROGRAMS OFFERED

Bachelor of Science

Computer Information Technology
Computer Science

Minors

Computer Forensics
Computer Information Technology
Computer Science
Information Security

Master of Science

Master of Science in Computer Science
Master of Science in Computer Information Technology

Master's Level Certificate

Secure Software Engineering

GENERAL EDUCATION COURSES OFFERED

None

PRE-MAJOR AND SELECTIVE ADMISSION REQUIREMENTS

Students who plan to begin a major or minor in Computer Science will need a background in mathematics equivalent to four years of high school work: Algebra I and II, geometry, and pre-calculus. Students who plan to begin a major or minor in Computer Information Technology will need a background in mathematics equivalent to Algebra I and II. In all cases, the student should have earned a grade of B or better in high school mathematics courses for them to be considered as part of the student's background.

Students who enter NKU without sufficient mathematics background can do the required preparation by successfully completing MAHD 095 (Beginning Algebra), MAHD 099 (Intermediate Algebra),

MAT109 (College Algebra), and, for students intending to study Computer Science, MAT 119 (Pre-Calculus Mathematics). Appropriate placement in mathematics courses is determined by high school transcripts, other college transcripts if available, SAT or ACT scores, or placement tests administered at NKU. Students will meet with their advisors to determine appropriate placement.

Students should be careful to check the prerequisites for MAT courses. In particular, a prerequisite of "MAHD 099 or placement" means that mastery of two years of high school algebra will be assumed.

COMPUTER SCIENCE

Bachelor's Degree Program

Computer science is an applied science that investigates the structure and transformation of information. Computer scientists develop algorithms to solve problems in a wide range of areas from network security to computer graphics and artificial intelligence. A key application of computer science is in software engineering, which is concerned with the design and analysis of complex real-world systems and their representation in terms of computer code. Software development plays a role in many computer science courses, although the focus of the major extends far beyond programming. The study of computer science cultivates a mix of creative talent, problem solving skills, and technological expertise. While some NKU computer science majors pursue advanced degrees after graduation, most are employed in positions such as software analyst, systems architect, or software engineer.

A major in computer science, leading to the degree of Bachelor of Science, requires the following:

1. INF 260, INF 282, INF 284, INF 286, CSC 360, CSC 362, CSC 364, CSC 402, CSC 439, CSC 440, CSC 460, and CSC 485.
2. Two 400-level CSC courses not included in requirement 1. One 300-level or 400-level CSC course not included in requirement 1.
3. The calculus sequence: MAT 128, MAT 227, MAT 228 (or the alternate sequence MAT 129, 229); STA 250 and MAT 385.

MAT 360 may also count as one three courses in number 2 above.

A grade of *D* is not applicable to the major. Students majoring in computer science are urged to obtain a minor (or a second major) in a related area. Such a minor enhances career opportunities and furthers appreciation of computer applications. Students interested in graduate study in computer science are advised to take a mathematics minor including MAT 225, MAT 302, and MAT 360.

The Minor in Computer Science

A minor in computer science consists of 21 semester hours of computer science, computer information technology and informatics (INF) courses that must include INF 260, CSC 360, either CSC 362 or CSC 364, and at least 6 more hours with the CSC prefix. A grade of *D* is not applicable to the minor.

Endorsement for Teachers of Computer Science

Endorsement to teach computer science at the secondary level requires:

1. Prerequisites for admission: Undergraduate students must have been admitted to the secondary education major. Post-bachelor students must have secondary certification.
2. Required courses:
 - a. MAT 112, MAT 129, or MAT 128.
 - b. STA 205, STA 212, or STA 250.

c. INF 101.

d. All of INF 260, CSC 360, CSC 362, CSC 364.

Any substitution in this program must be approved by the computer science chair.

COMPUTER INFORMATION TECHNOLOGY

Bachelor's Degree Program

The computer information technology major is designed to provide students with a broad background in information technology as found in a wide spectrum of organizations, including government, health care, business, and education. The "hands-on" curriculum explores a variety of areas that fall outside the realm of traditional academic computing disciplines in order to prepare a new breed of technology experts who can support, troubleshoot, maintain, repair, and supply training for the growing general application of software and hardware technologies. Graduates of this program will be prepared for employment in a variety of positions dealing with the support and administration of hardware and software technologies used in networks, systems, security and the Web.

A major in computer information technology, leading to the degree of Bachelor of Science, requires the following:

1. *Support Courses*

MAT 185; PHI 210; ENG 347.

2. *Core Courses*

INF 260, INF 282, INF 284, INF 286, CIT 140, CIT 141, CIT 370, CIT 383.

3. *Specialization Tracks*

Students will select (at least) one of the following two specialization tracks to complete their degree requirements.

a. *Database and Web Development Track*

The Database and Web Development Technology track is designed to produce graduates who have a broad yet detailed understanding of issues pertaining to the development of effective, interactive web-based environments. The track requires the following courses:

ART 221, CIT 301, CIT 436, CIT 472, and two CIT 300- or 400-level electives.

b. *Networking and Security Track*

The Networking and Security track is designed to provide the student with a solid understanding of the software, hardware and applications involved in the administration of networks, systems and computer security. The track requires the following courses:

CIT 380, CIT 447, CIT 470, CIT 484 and two CIT 300- or 400-level electives.

A grade of *D* is not applicable to the major

MINORS

The Minor in Computer Information Technology

A minor in Computer Information Technology is 21 hours and consists of the following:

One of INF 110, INF 120 or INF 260

Each of CIT 140, CIT 141, and CIT 370

At least one 300-level or 400-level CIT elective

And an additional 6 hours of courses with the INF, CSC, or CIT prefix not listed above.

Note that CIT advanced courses have INF and CSC pre-requisites. A student wishing to minor in Computer Information Technology should examine the courses in the back of the catalog and prepare appropriately by taking the necessary INF/CSC course(s). INF 282, INF 284, INF 286, and CIT 301 are the common pre-requisites and students should take one or more of these to fulfill the additional hours for the minor.

The Minor in Computer Forensics

The Computer Forensics minor combines courses from Computer Information Technology in the Department of Computer Science and courses from Criminal Justice in the Department of Political Science and Criminal Justice. The minor requires the following 24 hours: CIT 140, CIT 370, CIT 380, CIT 430, JUS 101, JUS 204 or JUS 205, JUS 303, and JUS 404.

The Minor in Information Security

The minor in Information Security requires completion of at least 24 hours of courses including CIT 140, CIT 370, CIT 380, BIS 300, BIS 330, and BIS 382, and at least two electives chosen from CIT 430, CIT 484, CSC 482 and CSC/MAT 483.