



**CJN Undergraduate Courses  
Fall 2009**

Course Number	Course Title	Day	Time	Professor	Room
<b>September-December 2009 (Classes run 9/8 – 12/17/09)</b>					
CJN210CC	Communication Research Statistics <i>(meets math requirement)</i>	T	3:30-6:30 + Lab Hours Arr	J. Ruane	Tech G02
CJN247CC	Design and Production in Marketing	T	6:30-9:10	K. Joyce	TBA
CJN277CC	Public Relations I	W	6:30-9:10	V. Karns	Library Media Room
CJN415CC	Review Writing	Th	3:30-6:10	A. Blaisdell-Bannon	North 117
CJN491CC	Special Topics in Communication: TV	W	3:30-6:10	V. Karns	South 105
CJN492CC	Special Topics: Crisis Public Relations	W	6:30-9:10	A. King	Library Conference Room

**COURSE DESCRIPTIONS AND BOOK REQUIREMENTS**

**CJN210CC Communication Research Statistics**

This course develops an understanding of how statistics are used in the presentation of information and arguments in Communication and Journalism. Emphasizing a conceptual approach to learning statistics, the course focuses on data collection and summarization, correlation, regression, sampling, estimation, and tests of significance. Students perform basic statistical calculations using SPSS software. 4 credits.

*Communication Research Statistics* by John Reinard, Sage Publications, 2006

**CJN247CC Design and Production in Marketing**

Computer applications for advertising and communication design. Using various graphic editing and design programs students learn the theory and practice of design for layout, logos, and graphic elements in communication. 4 credits

*Design Workshop*, by Williams and Tollett, Latest Edition

*It's recommended but not required that students get the Adobe Creative Suite with Dreamweaver (CS4) and Powerpoint. Adobe Creative Suite 4 Design Premium can be purchased for \$309 at [www.efollett.com/software](http://www.efollett.com/software). To get the \$309 price you should select Cape Cod Community College as your school.*

**CJN277CC: Public Relations I**

The basic principle techniques and processes of public relations are examined. Issues, trends, opportunities, and problems faced by the practitioner and impacting the organization are analyzed. 4 credits

*Public Relations; A Values Driven Approach* by Guth and Marsh, Pearson/Prentiss Hall 4th

**CJN415CC Review Writing**

Analysis and critique of movies, theater, music, art, and food. 4 credits

*Championship Writing* by LaRocque, Marion St. Press, 2000

*Neither Here Nor There*, by Bryson, Harper Collins, 2001

**CJN491CC Special Topics in Communication: TV**

A look at the historical evolution of TV and its impact on society, including the most popular genres throughout the decades and how they reflected societal issues. 4 credits

*No book required.*

**CJN 492CC Special Topics: Crisis Public Relations**

Explores the process of management of campaigns to deal with crisis situations in organizations, including creative, budgeting, research, and audience needs. 4 credits. *Prerequisites: PR I*

*No book required.*