

Course Materials for Media Communications Graduate Program Spring 2009 (Revised & Updated February 9, 2009)

ADVT 5501 03 Creative Planning and Strategy
No books required

MEDC 5000 03 Media Communications
Dominick, The Dynamics of Mass Communication. Media in the Digital Age, 10th edition ISBN 9780073348506
Hanson, Sources, Notable Selections in Mass Media, 2nd edition ISBN 9780073031828
Hacker, A Pocket Style Manual 5th edition ISBN 9780312452759 (recommended)

MEDC 5000 A3 Media Communications
MEDC 5000 A4 Media Communications
Dominick, The Dynamics of Mass Communication. Media in the Digital Age, 10th edition ISBN 9780073348506
Hanson, Sources, Notable Selections in Mass Media, 2nd edition ISBN 9780073031828
Hacker, A Pocket Style Manual 5th edition ISBN 9780312452759

MEDC 5300 A3 Strategic Communications
Aaker, Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity
Carey, Communication as Culture ISBN 9780312452759
Schultz, IMC, The Next Generation: Five Steps for Delivering Value and Measuring Financial Returns ISBN 9780071416627

MEDC 5310 03 Media and Culture
Silverblatt, Media Literacy, Keys to Interpreting Media Messages, 3rd edition ISBN 9780275992583
Campbell, Media and Culture: An Introduction to Mass Communication, 6th edition ISBN 9780312455866

MEDC 5350 03 Media Organization and Regulations
MEDC 5350 08 Media Organization and Regulations
MEDC 5350 A3 Media Organization and Regulations
Pember, Mass Media Law, 2009/2010 ISBN 9780073378824

MEDC 5360 03 International Communications
MEDC 5360 A3 International Communications
Kamalipour, Global Communications, 2nd edition ISBN 9780495050278

MEDC 5400 08 Media Production Management
Mingus, Alpha Teach Yourself Project Management in 24 Hours ISBN 9780028642239

MEDC 5430 03 Media Communications Technology
TBA

MEDC 5460 03 Media Research
Wimmer, Mass Media Research - An Introduction (with InfoTrac), 8th edition ISBN 9780534647186

MEDC 5500 03 Professional Seminars: Event Planning
Allen, Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events, 2nd edition, ISBN 9780470155745

MEDC 5500 04 Professional Seminars: Shooting Digital Video
MEDC 5500 05 Professional Seminars: Media Relations
MEDC 5500 06 Professional Seminars: Working With a Production House
MEDC 5500 08 Professional Seminars: BrandCentrics: Building Strong Brands
No books required

MEDC 5550 06 Topics in Media Communications: Campaign Strategy and Political Power
Baker, Political Campaigns and Political Advertising: A Media Literacy Guide, ISBN 9780313347559

MEDC 6000 02 Seminar in Media Communications
Weidenborner, Writing Research Papers, 7th edition, ISBN 9780312414436
Hacker, Diana, A Writer's Reference ISBN 9780312450250 (recommended)

MEDC 6000 03 Seminar in Media Communications
Weidenborner, Writing Research Papers, 7th edition, ISBN 9780312414436

MEDC 6000 A3 Seminar in Media Communications
Weidenborner, Writing Research Papers, 7th edition, ISBN 9780312414436
Hacker, A Pocket Style Manual 5th edition ISBN 9780312452759
Berger, Arthur Asa, Media and Communication Research Methods, ISBN 9780761918530 (recommended)

PBRL 5322 A1 Public Relations
PBRL 5322 A3 Public Relations
Broom, Cutlip and Center's Effective Public Relations, 10th edition, ISBN 9780136029694

PBRL 5342 A3 Writing for Public Relations
Bivens, Public Relations Writing, 6th edition ISBN 9780073511924
Associated Press, Associated Press Stylebook (Fully Revised & Updated) 9780465004898
Hacker, A Pocket Style Manual 5th edition ISBN 9780312452759 (optional) or
Lunsford, Everyday Writer, 4th edition ISBN 9780312452803 (optional)

PBRL 5452 03 Communication Strategies for Public Affairs and Government Relations
TBA

PBRL 5465 A3 Crisis Management Communications
Wilson, Real People, Real Crisis: An Inside Look at Crisis Communication ISBN 9781886939523
Fearn-Banks, Crisis Communications: a Casebook Approach ISBN 9780805857733