

Course descriptions Summer 2014

English & Media Studies

CIN 370 S11 Selected Topics in Cinema Studies (Snap, Crackle, and Pop: Sound and Film) (summer I intensive)

Even before sound film became the norm, sound played a critical role in the ways that film was produced, distributed, and experienced. This course examines the ways that film theorists, historians, and critics have addressed sound. We will investigate a variety of classical Hollywood cinema texts along with experimental, avant-garde, and independent films. After surveying a range of theories, concepts, and debates in film sound, we will examine the ways that popular music in film challenges traditional models of film sound, changes labor practices in Hollywood, and requires new ways of analyzing film spectatorship. At the end of the course, we will investigate what elements of film sound theory and criticism can be applied to television, new media, and gaming texts.

History

HI 398 S11 Baseball as American History (summer I intensive)

In this class, we will use professional baseball as a lens to explore American history from the mid-19th century to the present. The analysis will be two-way as we look at how American culture and society have shaped baseball, as well as how baseball has shaped culture and society. The course will begin with an exploration of baseball's mythical and actual origins before considering its evolution as a game and profession. After that, we will consider key developments in baseball-related business and media history, while raising poignant questions about race, gender, community and the way Americans evaluate the talents of workers and the prerogatives of managers.

Info Design & Corp Communication

IDCC 390 E21 Turkey and Corporate Communication (Summer II, Five Fridays)

PREQ: EXP I

Turkey is a democratic, economically powerful, unstable, fast growing economy in a strategically critical region. It has growing political influence and faces significant communication challenges in the 21st century. Students confront the challenges of globalization by examining the role of strategic communication in this strong emerging economy and its engagement with global politics, media and corporations. Students explore how the Turkish government, media and businesses use communication to manage global reputation and engage competitors and allies. Students also explore the culture, business traditions and geo-political environment of Turkey.

IDCC 399 S11 Innovative Consumer PR (summer I intensive)

PREQ: EXP I

Building a product's public identity using innovation in digital media is essential for businesses socially and economically, globally and locally. It's how businesses learn to engage with new consumers they must attract: whether to promote an overall corporate identity, or sell a product or service. Corporations are embracing Cloud Computing, Mobile and Social Media to interact with creative consumers and the networks they are creating politically, economically, technologically and socially. This means that PR practitioners must understand the activities and preferences of tech-influenced new consumers.

In this course you will explore the tools, techniques and technologies business uses to shape product identity, and engage in two-way consumer PR with new customers.

Management

MG340 S11: Lean Improvement: Practical Process Management Skills (summer I intensive)

PREQ: GB 214

Taught in the context of an engaging simulation exercise, the Lean Improvement course covers the theory and practice of workplace tools such as 5S, A3, Spaghetti Diagrams, Process Mapping, and Plan, Do, Check, Act, (PDCA) in a unique and exciting learning environment. Students will take on a role within a fictitious company on day one and will work in teams supporting a real world process. They come together for brief lectures on the modules noted above and then return to their breakout rooms to apply the tools they have learned to improve their work processes. At the end of the course the participants will have demonstrated to themselves and their peers via the dramatic improvement in their work process performance their newfound Lean improvement skills.

Crafted in corporate environments, the Lean Improvement course can be a great opportunity for students looking to get experience with recognizable business tools in the Lean methodology. The exciting simulation used to apply the skills taught helps to create a great learning environment for the group.