

NEW ENGLAND SCHOOL OF COMMUNICATIONS

2013 - 2014 CATALOG

2013-2014 Student Catalog & Handbook



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TABLE OF CONTENTS

Academic Calendar....70
Academic Policies....14
Administration....62
Admissions....9
Complaints....8
Course Descriptions....38
Degree Program/Concentrations....32
Educational Objectives....5
Faculty....63
Financial Information....21
Grading System....16
Graduation Requirements....17
Student Services & Student Life....26
Tuition & Fees....22

The New England School of Communications is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC).

The New England School of Communications is approved by the Maine State Approving Agency for Veterans Education Programs for the education of military personnel, veterans, and their dependents under the Veterans Administration educational assistance programs.

NESCom reserves the right to change the content of this catalog without prior notice. This catalog supersedes and replaces all prior catalogs. This catalog is updated periodically throughout the academic year at www.nescom.edu/catalog.

In the Fall 2014, the New England School of Communications is planning to become part of Husson University. The final merger is pending approval by the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges. For updated information regarding the merger, please go to www.nescom.edu/husson.

The College

The New England School of Communications ® (NESCom) is a co-educational institution offering Bachelor of Science degrees in Communications Technology, Media Studies, and Entertainment Production. Students in Communications Technology may choose from concentrations in Audio Engineering, Live Sound Technology, Video Production, or WebMedia, while students in Media Studies can choose concentrations in Journalism, Marketing Communications, Radio Broadcasting, or Sports Journalism. The college has been granted the authority to award degrees by the State of Maine and is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC). With an approximate population of 500 students, NESCom students share the Husson University campus in Bangor with 2,500 other students. The 200-acre campus at Husson University provides a safe and attractive setting for NESCom. The campus is only a short walk from a shopping center and two miles from the downtown Bangor area. The campus is along the Bangor Area Transportation (BAT) bus route, which is free to students. Campus amenities include but are not limited to: four residential halls, a newly renovated dining center, numerous computer labs, library, gymnasium, fitness center and swimming pool, and the Gracie Theatre. Husson has a busy campus life with many opportunities for students to join student organizations, compete in intercollegiate athletics, participate in numerous campus activities, and form life-long friendships.

History

The New England School of Communications began as the New England School of Broadcasting (NESB) in 1981, training students for positions in broadcasting and allied fields. In 1983 the college purchased an up-to-date facility in downtown Bangor known as the "Broadcast House". The move proved to be temporary as the College grew rapidly. In 1985, NESB moved to the Husson College campus allowing the College to offer students housing, dining, a gymnasium, and other college campus amenities. In 1997, NESCom was purchased by Husson College and became a wholly owned subsidiary. In 2001, the George E. Wildey Communications Center was completed for the College, with a new wing added in 2004.

Mission

The New England School of Communications prepares students for careers in the broad field of communications. We educate students in the applied technology of and content consistent with the platforms that they will be using in their professions. Our instruction is designed to give students not only the critical knowledge but also the technical skills they will need to be successful in their chosen careers.

Statement of Core Values

The faculty, staff, and administration of NESCom share these values in pursuing our educational mission.

Career-Focused

Career preparation is a primary focus to better prepare our students for the first day of work.

Technology-Based

Technology is of extreme importance in the communications industry and we strive to train students with equipment and software that is currently in use.

Work Ethic
A strong work ethic and sense of humility are important characteristics that will help our students to be successful in the work force.

Broad-based Learning
Educating our students across a variety of media platforms broadens students' abilities and allows them a wider rang : of future opportunities.

Life Skills
Creativity and problem solving capabilities, crucial in our college environment and in the communications industry, are taught and modeled by faculty.

Practical Experience
Students are offered early and frequent opportunities to practice the knowledge and skills learned.

Value
Delivering value to our students for the tuition they pay is an obligation our school takes seriously.

Diversity
Accepting students from a broad range of academic, economic, and cultural backgrounds and giving them a fair opportunity to succeed enriches not only the life of our students but also the college.

Educational Objectives

The New England School of Communications offers Bachelor of Science degrees in Communications Technology, Media Studies, and Entertainment Production. Students in BS Communications Technology may choose from concentrations in Audio Engineering, Live Sound Technology, Video Production, or WebMedia, while students in BS Media Studies can choose concentrations in Journalism, Marketing Communications, Radio Broadcasting, or Sports Journalism. Each student is prepared for entry-level positions in communications and related fields. Such positions include but are not limited to: account executive, advertising agency account manager, announcer, audio engineer, audio/video technician, copywriter, creative service director, director, editor, lighting director, news/sports reporter, producer, public relations specialist, scenic designer, TV production staff, videographer, and webmaster. In addition, there are many other positions that require excellent communication skills.

Nondiscrimination Policy

The New England School of Communications and Husson University are committed to fostering a community which values diversity, ethical and social responsibility and an environment in which students can participate in the free and civil exchange of ideas. As part of that commitment, NESCom and Husson prohibit illegal discrimination or harassment against any member of its community on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity or expression, age, disability, marital or parental status, veteran status or any other status protected by law in matters of admissions, educational programs, housing, campus activities or other services they deliver. Retaliation against any

individual who raises a good faith claim or cooperates within an investigation of such a claim is also a violation of this policy.

Communications Facilities

In an era of digital media, it is imperative to provide hands-on instruction with the very latest technology. The George E. Wildey Communications Center boasts high-tech facilities and equipment for scheduled use by students. Because of the relatively sma l student body, qualified NESCom students get multiple opportunities to work with the audio-visual equipment. The Wildey Communications Center has classrooms fully equipped with industry standard digital media display capabilities to assist instructors: a TV studio and campus-wide TV network, a recording studio and associated control rooms, a fully operational radio station, audio and video control rooms, editing booths, and computer labs. Equipment and software for digital photography, digital imaging, and web publishing are also utilized.

NESCom Mobile Productions

Whether the location is across campus or across the state, the NESCom Mobile Production unit gives students enrolled in video production, audio engineering and journalism concentrations the experience to be live and mobile, taking what students learn in the classroom on the road and covering on- and off-campus productions such as live sporting events, concerts, and community events.

WHSN-FM

Students pursuing a radio broadcasting, journalism, or sports journalism concentration will participate in the daily operations of the campus radio station, 89.3 WHSN-FM. WHSN-FM is a 3 kilowatt, student-run, working radio station that serves the Bangor market and beyond with a 24 hours per day format of alternative rock, news, sports, and weather. WHSN-FM is the voice of Husson University, broadcasting many Husson baseball, basketball, and football home games as well as area high school football and hockey. Students utilize the on-air and production studios of WHSN-FM to learn on-air announcing skills, radio production, and operations of a professional radio station. The student gains valuable experiences through on-air announcing shifts and performance critiques by instructors. The station also streams online at www.whsn-fm.com.

NESCom Broadcast Network (NBN)

NESCom students create television productions that air on the campus-wide cable network, which runs 24 hours a day. Live streaming content and Video-on-Demand is available online at www.nescom.tv. Students from numerous courses including Journalism, Sports Journalism, Video Production, Digital Editing, TV Studio Production, and Digital Filmmaking classes produce the content. From serious news and public affairs programming to sporting events and concerts, the network informs and entertains the campus population as well as those off campus, including faculty, staff, parents, and alumni.

Gracie Theatre

The Gracie Theatre on the Husson University campus provides NESCom with access to a fully functional performance space, which serves as a lab facility for many of our programs. The Gracie is a 500-seat theatre featuring orchestra and balcony seating, with integrated audio and video suites, a full stage house, orchestra pit, a 26 line-set counterweight fly system, stage

lighting and audio equipment, scene shop, loading dock, dressing rooms, and rehearsal hall. The Gracie integrates technologies of live performance with current audio and video production techniques.

NESCom Faculty

The NESCom faculty is critical to fulfilling the mission of the New England School of Communications. The faculty is comprised of both full-time and adjunct academically qualified communications specialists and general education instructors. Communications instructors have worked in a communications-related field for many years and bring their working knowledge of the industry into the classroom to share with the students. Many faculty members belong to professional societies such as the Society of Professional Journalists, Society of Broadcast Engineers, National and Maine Associations of Broadcasters, Maine Public Relations Council, Radio and Television News Directors Association, and the Audio Engineering Society. For a campus directory, please go to www.nescom.edu/directory.

Student Complaint/Grievance Procedure

The administration of NESCom develops academic and social policies with proper regard for the rights of students and others in the community. All members of the NESCom/Husson community share a responsibility for maintaining an environment where actions are guided by mutual respect, integrity, and reason. The following procedures have been developed to assist a student in the resolution of complaints that may arise:

Academic Complaints:
All academic complaints relating to a specific class must first be addressed with the instructor. All other academic complaints that are not course related must be filed with the Academic Dean. The Dean maintains an open door policy and encourages students to drop by or make an appointment.

Non-Academic Complaints:
If a student has a non-academic complaint that is related to the student's educational experience at NESCom, it is strongly recommended that the student address the problem with the Director of Enrollment Management. The Director maintains an open door policy and encourages students to drop by or make an appointment. The Director is ready to discuss any issues that are interfering with a student's success at NESCom.

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints reviewed by the Commission must be in written form and should grant permission for the Commission to forward a copy of the complaint to the school for a response. This can be accomplished by filing the ACCSC Complaint Form. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

Accrediting Commission of Career Schools and Colleges
2101 Wilson Blvd., Suite 302
Arlington, VA 22201

(703) 247-4212
www.accsc.org

A copy of the ACCSC Complaint Form is available at the school and may be obtained by contacting the Student Services Advisor at NESCom or online at www.accsc.org.

Note: Persons interested in comparable program information, program length, and tuition costs should contact the Accrediting Commission of Career Schools and Colleges at the address and phone number listed above.

ADMISSIONS

The New England School of Communications is a wholly owned subsidiary of Husson University and a member of the New England Association for College Admission Counseling (NEACAC). NESCom subscribes to the objectives of the National Association for College Admission Counseling (NACAC) in their statement of principle for good practice. Students from the United States and other countries attend NESCom every year, although a large percentage of the student population hails from the New England region. NESCom welcomes all applicants to its degree programs without regard to race, color, religion, sex, national origin, disability, family income, sexual orientation, gender identity or expression, age, or veteran status. NESCom utilizes a rolling admissions policy. Students can enroll in September or January. Because of limited space in each semester, it is always in the best interest of the student to apply early.

Selection Process

The Admissions Decision Committee utilizes a selection process to find qualified students to enter the degree programs. College level ability is necessary to become successful at NESCom, especially in areas of reading, writing, and mathematics. In performance concentrations, a strong aptitude in speech is required. It has been a long-standing tradition of NESCom to ask every applicant to interview for enrollment. The interview gives the applicant (and parents) an opportunity to see the campus facilities, studios, and labs. In a confidential one-on-one basis, an applicant can ask questions, discuss his/her academic history, and expound on personal accomplishments and related experiences. Finally, the interview session allows the applicant to hear, in a candid manner, some of the specifics of college life, academia, and his/her chosen career path.

Admissions Procedure and Requirements

All New Student Applicants

It is necessary for all applicants to follow the steps below to be considered for admission to the New England School of Communications.

1. Students may apply to the New England School of Communications online at www.nescom.edu/apply. Send the completed application, signed and dated, to NESCom, 1 College Circle, Bangor, ME 04401. A non-refundable application fee of $25.00 must accompany the application. A check or money order made out to NESCom is acceptable. If the fee does not accompany the application, the applicant will be billed. Applicants must submit a 250+ word essay demonstrating writing style and thinking process as part of the admissions application. This essay may be on any topic and may be emailed, faxed, or mailed.
2. Contact your high school guidance office and request an official copy of your transcript be sent to the Admissions Office at NESCom. A minimum GPA of 2.0 (or equivalent) is required for admission.
3. Two letters of recommendation from non-family members are required. Letters may be emailed if necessary. Copies of achievement awards (in and out of school) are also considered.
4. Submit SAT or ACT scores. Please include NESCom's college code when registering for the exam. **NESCom's SAT College Code is 3101 and ACT College Code is 1651.** Please be sure the scores appear on an official document.

5. A passing General Equivalency Diploma (GED) is acceptable. An official transcript may be obtained by contacting your local adult education office. *This must be the official document.*
6. Once the application is received, the applicant is automatically scheduled for a mandatory interview and recommended campus tour. In some circumstances, it may be impossible for a student to visit the college for a personal interview and tour. Students who are unable to visit campus may schedule a telephone interview.

Articulation Agreements
NESCom and a number of high schools in New England have articulation agreements allowing the student to earn college credit after the successful completion of one semester at NESCom for certain high school technical courses. Agreements have been reached by the College and the high school outlining the specifications for credit. It is the student's responsibility to notify the College in writing of their request for evaluation of articulation credit from the approved school.

Home-schooled Students
In addition to the new student applicant requirements, home-schooled students who have not completed an accredited high school program must present a passing score on a GED exam.

Non-traditional Students
Non-traditional students (students out of high school for more than 5 years) are encouraged to apply. They make up approximately 10% of our student population. Non-traditional students bring to the classroom individual life experiences and an eagerness to learn.

Transfer Students (12 credits or more transferred from previous college)
Transfer students are encouraged to apply. The application procedure for new students must be followed. In addition to the required high school transcript or GED score, official academic transcripts from all institutions previously attended are required. If the student provides an official transcript from an accredited college showing an earned degree, the college transcript is accepted in lieu of the high school transcript.

The New England School of Communications may accept transfer credits earned by a degree-seeking candidate for courses completed at other accredited post-secondary institutions when comparable in scope, content, coursework completed, and applicable to the degree program entered at NESCom. Any transferred course must have a minimum grade of "C" and must be consistent in credit hours earned. An evaluation of transfer credits will be made after acceptance to the New England School of Communications, provided the necessary official documents are provided. Transcripts of college coursework completed at a non-English speaking college must be translated into English prior to evaluation for transfer credit. Transfer students are recommended to provide a previous GPA of 2.0 or higher.

A minimum of 25% or 30 credit hours of a student's requirements must be completed at the New England School of Communications in order to receive a degree from NESCom.

Acceptance of transfer credits is at the discretion of the Registrar's Office. At times it is necessary to discuss transfer credits with instructors of particular courses. This is done to ensure courses mirror NESCom's in scope and content. Responsibility for courses taken and

credits accumulated lies with the student. It is important to note that while appropriate credits are transferred, the calculation of NESCom cumulative GPA does not include the GPA of any transferred credit.

Students who start classes at another institution with plans to transfer to NESCom should confer with the NESCom Registrar's Office to discuss transferrable classes as well as transfer requirements.

Advanced Placement (AP) Courses
Applicants are encouraged to undertake the challenge of Advanced Placement (AP) courses offered through their high schools. NESCom is pleased to evaluate AP test scores of three or higher and, if appropriate to their program, will accept these scores for credit. It is the student's responsibility to have an official AP test score forwarded to the College for evaluation.

Veterans
Applicants who are requesting Veterans Administration educational benefits are required to have all previous post-secondary education and training evaluated for possible transfer credit. Applicants with military service should send a copy of their Army/ACE Registry Transcript Service (AARTS) or Sailor/Marine Corps American Council on Education Registry Transcript (SMART) to the Registrar's Office for credit evaluation.

International Students
The NESCom and Husson University student population strives to be culturally diverse. International students are encouraged to apply. However, because of immigration rules and regulations and NESCom's obligation to the U.S. Immigration and Customs Enforcement (ICE), requirements must be met. NESCom is approved for the F1 student status.

The aforementioned application procedure, which is required of all students, must be followed. Additional documentation is also needed. International students must submit documentation showing a TOEFL (Test of English Language Proficiency) score of at least 173 or an IELTS (International English Language Testing System) score of 6 or higher, unless the student can provide documentation of graduation from an English language high school. Proof of financial stability and ability to pay must also be submitted.

When it is impossible to interview in person, international applicants can be interviewed by telephone, after answering a written, pre-interview questionnaire.

After receipt of an accepted student's enrollment agreement and financial documentation, an I-20 document will be sent to the applying student before they leave their country. SEVIS (Student and Exchange Visitor Information System) requires documentation of ability to pay for one year of tuition and related expenses, but it is also recommended that students be prepared to pay for the entire length of their program. Additionally, a passport and visa may be required.

NESCom reserves the right to revoke the applicant's acceptance should paperwork and other circumstances seem out of order. Within three days of arrival, it is the right of the international applicant to receive a full refund of money paid to NESCom should the College not meet personal expectations.

Non-Matriculated Students
Non-matriculating students may register part-time on a space available basis only. Part-time students must comply with all admissions requirements and meet all course prerequisites.

Admissions Decisions and Deposit

Candidates for admission are considered by the Admissions Decision Committee on a rolling basis. Candidates are then notified of its decision by mail, providing all documentation is in place. Delays in consideration and notification may occur, particularly where there are delays in receiving all required documentation.

NESCom enrolls students on a first come, first served basis until the class for the requested semester is full. Students notified of acceptance are sent an official letter and an enrollment agreement. The enrollment agreement lists an estimation of tuition, fees and housing costs, course requirements, as well as academic placement, cancellation, termination, and refund policies. Other pertinent information is also listed. This agreement must be read carefully, signed, dated, and returned to the Admissions Office with a tuition deposit in the amount of $150.00. The deposit is credited towards the tuition balance and serves as a statement of faith that the student will attend in the semester for which they are applying.

All withdrawals requesting a tuition deposit refund must be made in writing. Students will receive a full refund of the deposit paid if written notification of withdrawal is received within three business days after receipt of the Enrollment Agreement and Tuition Deposit. Written notification of withdrawal beyond three days of the deposit receipt results in a refund to the student of $100.00. The College retains a $50.00 administrative fee. Failure to notify the college of withdrawal intentions prior to 15 business days before the start of the intended semester will result in the college retaining 100% of the tuition deposit.

The enrollment agreement is not executed by NESCom until the student's final high school transcript verifying the student's graduation has been received. Once the proper documentation is received, a copy of the executed enrollment agreement will be returned to the admitted student. Until all proper documentation is received, the student may not attend classes. NESCom reserves the right to revoke admissions for academic or personal reasons. Should an admitted student submit a written withdrawal request prior to 15 days before the start of the term, a partial deposit refund will be made.

Before Semester Starts

State law and the Accrediting Commission for Career Schools and Colleges (ACCSC) require that NESCom keep on file for each enrolled student the following documentation:

1. A final and official high school transcript. This transcript must be signed and sealed, and show the date of graduation. An official college transcript showing an earned degree will be accepted in lieu of the high school transcript.
2. Maine State Law (22 MRSA 6359) requires all full-time and degree seeking part-time, post-secondary school students born after December 31, 1956 to provide documented proof of immunization showing measles/mumps/rubella (two inoculations) and tetanus/diphtheria (administered in the last 10 years) are current. This record must bear the physician's signature and it must show dates of immunization for each vaccine.

3. Financial aid, loans, grants, scholarships, and other funds for tuition and fees must be in place no later than 3 weeks prior to the start of the semester.

New Student Orientation

Adjustment to a new academic and living environment can sometimes be a challenge for students early on in their first semester at NESCom. Orientation sessions are critical in preparing students for college life, meeting faculty and administration, and acquainting themselves with other new students. Policy issues and other pertinent information are discussed at this time. Orientation is mandatory for all new students and is usually held in mid-July for those students starting classes in the fall semester. A fall orientation program generally occurs during the weekend before classes begin. For those students who start classes in the spring semester, orientation takes place on the Monday prior to the beginning of the spring semester classes. All orientation programs, including Success Seminar, are considered **mandatory** for all new incoming students.

ACADEMIC POLICIES

Length of Program

Completion of the Bachelor degree programs takes four academic years, which equals 8 semesters or 120 weeks. Students are required to complete the entire program in a time span not to exceed 1.5 times the normal length of 8 semesters.

Class Times

Classes meet Monday through Friday in the morning, afternoon, and evening. Laboratories, internships, and special projects may be scheduled during weekend hours. First year, required lecture classes generally provide space for a maximum of 60 students and lab classes a maximum of 24 students. Typically, lecture classes have no more than 25 students, lab classes no more than 12 students. Therefore, lecture classes generally have a 25:1 ratio and labs a 12:1 ratio.

Definition of Credit Hours

A credit hour is the number of hours in the classroom (lecture), lab, or internship required to earn one academic credit. The following provides the calculation:
Lecture: 15 hours per 1 credit
Lab: 30 hours per 1 credit
Internship: 45 hours per 1 credit

Class Attendance

Students are expected to attend all scheduled class sessions for courses in which they are enrolled. The only recognized absences are those that are the consequence of family or personal emergencies or extended illness requiring confinement or hospitalization. Proof of the validity of a particular class absence may be required of a student by an instructor. The decision as to whether or not a student may make up class work, quizzes, or examinations missed while absent is exclusively that of the course instructor.

Instructors keep class attendance records for all courses they teach and they may file a request with the Registrar to deny course credit to any student who has excessive absences, defined as more than 15% of scheduled class time, including laboratory sessions.

Policy Relating to Make-Up Work

At the discretion of the instructor, students may be allowed to make-up certain assignments, exams or other work missed as the result of any excused or unexcused absence. The instructor may also assign additional outside make-up work if deemed necessary.

Arrangements to take a missed exam must be made with the instructor upon returning from an absence. If the absence is unexcused, the instructor is not required to administer a make-up exam. All arrangements are subject to approval by the Academic Dean or the Registrar's Office.

Course Change and Course Withdrawal

Add/Drop occurs during the first week of classes each semester. During this time, students are given the opportunity to adjust their course selection and schedule by adding and dropping

courses. Neither verbal notice to the instructor nor failure to attend class is sufficient notice. **Students must visit the Registrar's Office to add or drop a class.** Students who drop courses should realize that completion of graduation requirements might be delayed, that class status may be affected, and that eligibility for financial assistance may be changed for those who qualify.

The policy with respect to withdrawing from a course is as follows:

1. A student who withdraws from a course after the Add/Drop period will not be admitted to another course.
2. A student who withdraws from a course up to and including the 7th week of classes (midterm) will receive a grade of W.
3. If a student withdraws after the 7th week, a grade of WP or WF will appear on the student's official transcript indicating:

   WP (Withdraw Passing) - The student withdrew from the course having completed all work and assignments up to the time of withdrawal and/or having participated in the course to the academic expectation of the instructor.

   WF (Withdraw Failing) - The student withdrew from the course not having completed the work and the assignments up to the time of withdrawal and/or had not participated in the course to the academic expectation of the instructor.
4. The grade of WP or WF will be determined by the instructor of the course and submitted to the Registrar at the time the student withdraws from the course on an official Course Withdrawal form.
5. The grade of WP, although included on the student's transcript, is not computed into the grade point average or the cumulative average. The grade of WF is computed into the grade point average and the cumulative average as an F.
6. No course withdrawal can be initiated after the last day of classes in the semester or term in which the course is taken.
7. Students will be eligible for financial credit for classes they withdraw from during the add/drop period. After add/drop, students are charged the full price of the course unless they withdraw from school altogether. Then a refund calculation is performed as described on page 23.

Proficiency Exams

Proficiency exams are administered for the purpose of recognizing the previously attained skills and knowledge of students enrolled at NESCom. Students may challenge a required course at NESCom, after discussing it with the Registrar's Office. A $150.00 non-refundable fee must be paid before taking each proficiency exam and the student must obtain a grade of C or higher in order to have the credits count on their official academic record. Any student interested in this option should see the Registrar's Office for the complete policy and application as there are a limited number of courses that offer "test-out" opportunities.

Consortium Agreement

The New England School of Communications and Husson University have entered into a consortium agreement to open designated courses and designated classrooms at Husson University to NESCom students. The essence of the agreement is that students enrolled in a Bachelor of Science program at NESCom can enroll in designated Husson University courses as part of their approved program of study. No more than 30 credit hours of the general

education requirements may be completed at Husson University. In this agreement, NESCom is the student's parent organization and will treat a student's Husson course enrollments as NESCom enrollments for purposes of academic record keeping. Grades earned in the designated courses will be entered on the student's NESCom transcript and computed in the student's NESCom grade point average. The New England School of Communications assures that students enrolled in Husson University courses will receive professional instruction from qualified teachers with appropriate academic credentials.

Grading System

A student's grade is recorded on the student's record based on a 4.0 scale. This scale converts to letter and percentage grades as follows:

Letter	Number	Grade Point
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	59 & Below	0.0
P	Passing	
WP	Withdrew Passing	
WF	Withdrew Failing	

Grade Requirements

Many Communications Technology courses require a "C+" or higher in order to continue on to the next course level. Students may repeat a course in their concentration if necessary once during their first year and once during their remaining three years. An overall 2.0 GPA must be achieved in the program of study in order to graduate. Students are graded on the basis of classwork and performance.

Repeating a course

Students may elect to repeat courses in which they have received a grade of "C-" or below. **Repeat courses must be taken at NESCom to effect a student's GPA.** The newly earned grade will replace the original grade in the calculation of a student's cumulative grade point average; however, the former grade is retained as originally recorded in the student's transcript. Students cannot repeat a course that has been removed from the curriculum unless another course has been designated as an approved alternative for the deleted course.

Incompletes

In exceptional circumstances, students may be given an incomplete (I). Incompletes must be concluded and earned grades recorded within 30 days of the completion of the semester. An

incomplete automatically becomes an "F" if the instructor does not register another grade.

Late Registration Fee

Students register with their advisor for their next semester during a two-week registration period. Registration is announced well in advance through email, in-class announcements, and the electronic signboard. Returning students who do not register during this time period will be charged a late registration fee of $30.

Leave of Absence

A student may be granted a leave of absence from the College at any time. The decision to grant a leave of absence is at the discretion of the Registrar's Office. If granted, all policies in this catalog apply, such as refunds and grade policies. A leave of absence period may not exceed 180 calendar days within any 12-month period. A student may be granted more than one leave of absence in the event of unforeseen or unresolved circumstances, such as medical reasons affecting the student or member of the student's immediate family, military service, or jury duty.

Honors

At the end of each semester, full-time students who have received a semester grade point average of between a 3.0 and 3.49 are placed on the honors list. Full-time students who have achieved a 3.5 semester grade point average or higher are placed on the high honors list. This distinction is recorded on their official academic transcript.

Honor Society

The Alpha Beta Kappa Honor Society authorized the establishment of a chapter at the New England School of Communications in 1995.

The Alpha Beta Kappa Society was established in 1977 to recognize and acknowledge outstanding graduates of career colleges and technical schools nationwide. Membership qualifications include a cumulative GPA of 3.5 or above, excellence in classroom, studio and laboratory work, leadership and service in class and school activities, personal integrity, and good moral character. Announcement of student membership takes place at graduation each year.

Internship

Qualified students who are in their third or fourth year of study and have achieved at least a 3.0 cumulative grade point average may elect an internship/field experience course. The internship requires a minimum of 135 hours of training at a qualifying outside enterprise or agency for which students will be awarded three credits upon completion. Grades are based upon a written evaluation from the host supervisor. The Director of Career Services works with students and employers to ensure each internship best serves the needs of all involved.

Graduation Requirements

It is the responsibility of the student to meet all the requirements set forth by NESCom in each of the academic programs (i.e., required courses and credits).

Students in their last semester, whether it be fall or spring, are considered degree candidates.

However, prior to entering their last semester, every student should know what requirements are needed to complete the program in which they have entered, and are encouraged to consult with their advisor or the Registrar's Office to have a degree audit.

Degrees are awarded in a commencement ceremony that generally takes place in May. Students who graduate in December will receive their degrees via mail in January and may elect to participate in the May commencement ceremony.

The 8-semester, 36-month, 4-year Bachelor of Science degree programs requires that a student complete a course of study equaling 120 credit hours with a minimum 2.0 cumulative GPA. Seventy-two credits are accumulated in communication/occupation related courses and 48 are accumulated in general education courses to meet the requirement. The program courses are outlined in the course section of this catalog beginning on page 29.

Probation Policy

At the end of any semester, students must have achieved a 1.8 cumulative grade point average (GPA) to continue at NESCom. Students with a cumulative GPA between 1.8 and 2.0 during any semester are informed in writing that they are on probation. Probation is a means of notifying the student that satisfactory academic progress must be demonstrated in order to remain in school. The probationary status will remain in effect until the end of the semester at which time the student's academic progress will be determined or until the student's GPA is 2.0 or higher. Students on probation will be required to meet with Student Services staff to monitor their progress. A 2.0 GPA is required for graduation. Mid-term grades are recorded after approximately seven weeks of classes to enable students to monitor their academic progress in individual courses.

Dismissal Policy

Students must maintain a 1.8 cumulative GPA in order to continue to matriculate at NESCom. Students with a cumulative GPA below a 1.8 are notified at the end of a semester that they will need to take one semester off and then may reapply if they want to return as a NESCom student. The student must schedule a re-admission interview to discuss the academic and/or other issues that led up to dismissal, how the situation has changed, and what actions must be taken to repair GPA damage. It is at the discretion of both the Admissions Director and Registrar to reinstate the student.

NESCom may also dismiss a student for other reasons, including but not limited to:
1. Excessive absence from classes, defined as more than 15% of scheduled class tim
2. Conduct not in the best interest of the college community, as defined by the Husson University Student Conduct Code. The Student Conduct Code is published in the Husson University Student Handbook and on their website at www.husson.edu.
3. Non-payment of fees, tuition, or other charges stated in the college's literature.
4. Not making academic progress towards degree.

Students have the right to appeal a dismissal decision in writing to the Academic Dean within 7 days of receiving the notification.

Plagiarism Policy

Plagiarism, which is representing someone else's work as your own, is not tolerated at the New England School of Communications. Plagiarism can take many forms, including traditional textual plagiarism as well as substitution, in whole or in part, of the creative work of another, including text, images, and sound. Today, the Internet makes plagiarism easier than ever.

Not only is plagiarism unethical and dishonest, but it also deprives the student of the chance to learn that which he or she will need in the future. If a student is ever in doubt about what plagiarism entails, he or she should ask the instructor.

It may be appropriate in the course of an assignment to sparingly quote or paraphrase the work of another. In such instances the student must clearly indicate the borrowed content by using the appropriate MLA format attributing the borrowed work to its original source.

A student who violates this policy will receive a zero for that project or paper. If a student violates the policy a second time, the student will receive an "F" in that course. A student who violates the policy a third time will be dismissed from the college. This is a cumulative violation policy. If a student has a violation, it stays with them throughout their NESCom career.

Ban on Classroom Electronics

Laptop computers, cell phones, mp3 players, tablets, and other electronic devices may not be used by students in a class unless it is directly a part of the classroom activity as determined by the instructor. Other exceptions may be made by the instructor or the administration including, but not limited to, use by students with documented special accommodations, permission granted by the instructor during an in-class assignment, or if deemed necessary by the instructor as an in-class learning tool for any particular class.

Conduct

Students at NESCom will conduct themselves in a manner that brings credit to themselves, their families and the New England School of Communications. Students should see enrollment at the college as an important step in professional development. Any student showing conduct not in the best interest of the college may be dismissed, in accordance with the Husson University Student Conduct Code. This consists of students' conduct on campus, in the community, during internships, and online, including social networking websites.

Transfer of NESCom Credits

Some colleges and universities will accept some credits from the New England School of Communications. It is the decision of the receiving school to determine which credits are transferable. Receiving schools are required to disclose their transfer policy to admission applicants. Presently, regionally accredited colleges and universities are often reluctant to accept transfer credits from nationally accredited schools. NESCom is nationally accredited by ACCSC. The NESCom Academic Dean and Director of Enrollment Management are available to assist students who are seeking credit transfer to other institutions. To request an official NESCom transcript, please complete the appropriate form at www.nescom.edu/TranscriptRequest.

Confidentiality of Student Records

In compliance with the Federal Family Education Rights and Privacy Act of 1974 (FERPA), the New England School of Communications is prohibited from providing certain information from student records, such as academic, financial, disciplinary, withdrawal/academic probation/leave of absence from school, health or counseling record, and other student record information to a third party. This restriction applies to, but is not limited to, parents, spouse, or a sponsor. At the postsecondary level, parents have no inherent rights to access or inspect their child's educational records unless the student waives his/her right to access or inspection. Students will be treated as adults. NESCom offers students the opportunity to waive this right if they so wish by signing a waiver form during Orientation. This paperwork is also available on the NESCom website at www.nescom.edu/registrar and may be updated at any time during the student's enrollment.

FINANCIAL INFORMATION

Financing a college education often requires a student and family to work closely with the financial aid staff in order to meet educational costs. The New England School of Communications expects that a student and his/her parents will assume responsibility for all costs to the extent of their ability. For those who qualify, financial aid may be awarded based on need.

Students should not be discouraged from applying for financial aid and should make every effort to apply for federal, state and local grants, and scholarships for which they may be eligible.

Financial aid is available for those who qualify. Students seeking financial aid or the continuance of financial aid must complete, submit, and update the Free Application for Federal Student Aid (FAFSA) each year. This federal form can be completed at www.fafsa.gov and NESCom's school code is 016619. Beginning January 1, 2014, all applicants will need to use Husson University's school code of 002043. This is a minimum requirement to apply for federal and state assistance. State and private sources may have additional requirements.

Financial aid awards, based upon information submitted on the FAFSA, can be a combination of grants and loans intended to fill the gap between the student's and his/her family's ability to contribute and the annual cost of attendance.

To be eligible for financial aid at NESCom, you must demonstrate satisfactory academic progress. The federal government requires that this be measured quantitatively and qualitatively. NESCom utilizes the number of credits earned as a percentage of those attempted as the quantitative evaluation, and the cumulative GPA as the qualitative measure. For financial aid purposes, all students will be evaluated for academic progress at the end of each semester. The following table represents the standards upon which satisfactory academic progress will be measured. To the extent a student does not achieve these standards, he or she will be placed on financial aid warning.

Credits attempted	GPA must be above	Of credits attempted, must have earned at least
1 - 23	1.50	50%
24 - 53	1.70	50%
54 - 83	1.80	67%
84+	1.90	67%

For example, if a first year student attempts 12 credits, he/she must earn at least 6 credits in order to avoid being placed on financial aid probation or having financial aid revoked.

Being placed on financial aid warning does not result in immediate loss of financial aid. However, aid will be suspended if the student does not meet the standard of satisfactory

academic progress in the subsequent semester. The Financial Aid Director may reinstate suspended benefits upon receipt of written evidence of extenuating circumstances supported by third party documentation. Extenuating circumstances generally constitute those events that cause academic and personal hardships that are beyond the control of the student. The Director's decision on whether to reinstate financial aid is final.

If students qualify for financial aid and do not meet the required standards of satisfactory academic progress, they are ineligible for financial aid until the standards have been achieved. Students may not receive financial aid for the period of ineligibility retroactively.

NESCom participates in the following grant and loan programs:
Federal Pell Grant Program
Federal Supplemental Educational Opportunity Grant (FSEOG)
Federal Work Study (FWS)
Federal Subsidized and Unsubsidized Stafford Loan Programs
Federal PLUS Loan Program
Private Loan Programs
Maine State Grant Programs and other state grants with which Maine has a reciprocity agreement (VT, RI, MA, DC, PA, RI)

Student Fees

A non-refundable application fee is charged to all students applying for admission.

Students must buy all books and supplies needed for coursework. Supplies needed in addition to normal school supplies may include CDs, headphones, and hard drives, but will vary by program. Books can be applied to student accounts for students that have aid that will overpay their account. Contact the Financial Aid Office for more information.

The comprehensive fee is for the support of student activities, which are under the auspices of Husson University.

The technology fee is assessed to all full-time students each semester. This fee supports the use of technology in classrooms, equipment, supplies, etc.

The graduation fee covers the following items: diploma, regalia, and the commencement event. This fee is assessed to students beginning their final semester and is paid whether or not a student attends the commencement ceremony.

Tuition and Fees for 2013-14

	FALL 2013 SEMESTER	SPRING 2014 SEMESTER
Tuition	$6,517	$6,517
Comprehensive Fee	$ 185	$ 185
Technology Fee	$ 300	$ 300
Books (Est.)	$ 500	$ 500
Parking Fee^	$ 75	
Graduation Fee*		$ 100
Orientation Fee*	$ 100	

External Hard Drive*	$ 170	
Room/Board (Standard)	$4,128	$4,128
Housing Maintenance Fee**	$ 50	
Health Insurance	$1,434 (can be waived w/proof of insurance)	

Premium meal plan (optional for resident students) additional $100 per semester over normal Room/Board cost

Resident Total $22,410/year (Tuition, fees, room & board – does not include insurance, hard drive, parking fee, or books)
Commuter Total $14,104/year (Tuition & fees – does not include insurance, hard drive, parking fee, or books)

All costs are subject to change. Tuition and Room and Board charges generally increase between 2%-3% yearly.

* One-time fee/purchase. Because of warranty, it is recommended that the hard drive be purchased through NESCom. This price, which is subject to change, also includes a NESCom backpack.
** Non-refundable
^ Optional, yearly fee – only if bringing a car to campus.

Scholarships

The New England School of Communications offers a limited amount of scholarship aid to students based on financial need, academic achievement, and leadership. Applications are generally available in October and monies awarded are applied to the spring semester tuition bill. A campus scholarship committee determines all awards.

Payment Schedule

Within thirty days of a student's acceptance into the New England School of Communications, a tuition deposit of $150.00 is due along with the enrollment agreement. Each semester's tuition balance is due four weeks prior to the first day of classes. A late fee is assessed to accounts that are not financially cleared by the due date.

Processed anticipated financial aid for eligible students will be reflected on the tuition bill. Charges covered by "anticipated aid" will be deferred, but the student is expected to pay any remainder by the due date. If a student's financial aid file is not complete by the first day of classes, the student will be required to pay the balance before moving on campus or starting classes. After all aid is received, the student may be refunded any credit balance, leave it on account for upcoming semesters, or request that funds be returned to the student's (or parent's, in the case of PLUS loans) lender to reduce loan debt.

All account balances must be current before a student may receive a degree or semester grades.

Disbursement of Funds to Account

All monies received to pay a student's tuition and fees will first be credited to the student's account.

Cancellation

A student who withdraws from NESCom after acceptance of the Enrollment Agreement shall provide written notice to the college.

Non-Entry Refund

All withdrawals requesting a tuition deposit refund must be made in writing. Students will receive a full refund of the deposit paid if written notification of withdrawal is received within three business days after receipt of the Enrollment Agreement and Tuition Deposit. Written notification of withdrawal beyond three days of the deposit receipt results in a refund to the student of $100.00. The College retains a $50.00 administrative fee. Failure to notify the college of withdrawal intentions prior to 15 business days before the start of the intended semester will result in the college retaining 100% of the tuition deposit.

Enrollment before Campus Tour

Students who have not visited the college facilities prior to enrollment will have the opportunity to withdraw without penalty within three days following either attendance at a regularly scheduled orientation or following a tour and inspection of the college facilities, whichever comes first.

Course Withdrawal

Full-time tuition rates for a semester are the same from 12-17 credits. Therefore, if a student drops or adds a class and is still in the full-time tuition range, there is no change in the tuition bill. For individual course withdrawals after the standard add/drop period, tuition and fees will not be adjusted. If a student drops to part-time status during the add/drop period, their tuition rate will be adjusted to reflect the new enrollment.

Personal Refunds

Overpayments to NESCom from any or all sources can be refunded to the student upon request. Refunds will not be made until all funds have been received and the student has a credit balance. Be aware that most refunds are processed 30 days after the start of classes each semester if all funding has been received by the College.

Refund Policy After Entry, Per Semester

Full-time tuition rates for a semester are the same from 12-17 credits. Therefore, if a student drops or adds a class and is still in the full-time tuition range, there is no change in the tuition bill. For individual course withdrawals after the standard add/drop period, tuition and fees will not be adjusted. If a student drops to part-time status during the add/drop period, their tuition rate will be adjusted to reflect the new enrollment.

Withdrawal during first week....100%
Withdrawal during second week...90%
Withdrawal during third week....80%
Withdrawal during fourth week...80%
Withdrawal during fifth week...70%
Withdrawal during sixth week...60%
Withdrawal during seventh week...50%
Withdrawal during eighth week...50%

Withdrawal during ninth week...40%
Withdrawal after ninth week.....0%

Students receiving assistance from federal Title IV programs may be subject to a special refund or return of funds to comply with Title IV requirements, provided they have completed less than 60% of the payment period. Federal regulations require the return of Title IV funds to the government, if applicable, in the following order: unsubsidized Stafford loans, subsidized Stafford loans, PLUS loans, Pell Grants, and other Title IV aid. Refunds will be applied to student loans unless no loans were taken while in attendance. All refund calculations are based on the last day of attendance and any required refunds will be made within 45 days from when the institution determined the student withdrew.

Room and Board Refunds

Under the auspices of Husson University's Housing and Residence Life, the Residence and Dining Contract is for the entire academic year. All first- and second-year students who live beyond a 50 miles radius of the College will be required to live on campus. Students may appeal the residency requirements with the Residential Life Office if they have special circumstances. Residence and dining fees are not refunded to students who leave the resident halls, unless students withdraw from NESCom or are academically or administratively dismissed from the College.

Special Circumstances

The college acknowledges that special circumstances such as illness, death or serious illness in the family, or unforeseeable events may delay, interrupt, or prevent school attendance. Students must contact the Academic Dean or the Registrar's Office if they find themselves in such a situation.

If a student cannot continue his or her course of study, NESCom agrees to a Leave of Absence (see page 16) or withdrawal, provided the student has complied with the college's refund policy as stated in the Enrollment Agreement.

Please note that any unpaid charges against the student's account will be deducted before a refund is made.

STUDENT SERVICES & STUDENT LIFE

Activities and Organizations

All students are encouraged to get involved with any one of the many organizations on campus and participate in a variety of special events that take place regularly throughout the year. Joining an organization gives students a sense of belonging, develops teamwork skills, and often provides students with a direct voice in the decision making process that affects student life. Some of the organizations on campus are Audio Engineering Society, Campus Crusade for Christ, Student Government, The Spectator (campus newspaper), GAMERS, Husson University Theater, Pep Band, International Club, Outdoors Club, Society of Professional Journalists, Public Relations Student Society of America (PRSSA), Technology Club, Veterans Club, and Greek Fraternities and Sororities. Student Activities sponsors numerous recreational and social events as well such as lectures, dance, and theatrical performances.

Athletics and Recreation

The athletic and recreation facilities include the Newman Athletic Complex that has basketball and volleyball courts, a 25-yard, 6-lane competitive swimming pool, a strength-training room, a dance studio, and the Swan Fitness Center with cardiovascular machines, weight machines, free weights, televisions, and a sound system. The Husson outdoor athletic and recreation facilities include the Winkin Sports Complex with the Harold Alfond Diamond, the Boucher Soccer Pitch, the O'Keefe Softball Field, tennis courts, and practice fields.

A consortium agreement has been approved to allow NESCom students to compete in NCAA Division III sports at Husson University. Husson sports include baseball, basketball, football, golf, lacrosse, soccer, cross-country, field hockey, outdoor track and field, softball, swimming, and volleyball. NESCom students can also compete in intramural sports including basketball, mountain biking, Tai Chi, volleyball, tennis, and soccer.

Bookstore

The Husson Bookstore is located on the first floor of Peabody Hall. New and used textbooks for most courses can be purchased there, along with other school supplies, reference books, greeting cards, beverages, snacks, and clothing. Students also have the option to rent textbooks or buy e-books. Books may also be purchased online at www.husson.bkstr.com. Books may be charged to a student account if a student's aid is overpaying expenses. Students must contact NESCom's Financial Aid Office to request a book voucher.

Campus Communication

All students are assigned a username and password to log into their personalized Student Portal, which gives them access to their grades, schedules, and billing information. Students are also assigned a NESCom email address that the school will use for all official correspondence and school related announcements and information. Because NESCom students take Husson classes and live in Husson resident halls, they are also assigned Husson network, portal, and email accounts. This notification is automatically sent to the student via email from Husson's Information Resources Office.

Career Services

The Career Services Office is committed to career development. The Career Services Director works closely with students qualified to participate in the internship program, often the first step to employment after graduation. Students in their fourth year of study are required to take a one semester, one credit Career Preparation course to learn the basics of the job search: cover letters, resumes, and job interview. While securing employment upon graduation remains the responsibility of the student, NESCom provides senior students with individual placement assistance to help identify and apply for specific positions in their field of study. This includes advocacy for the student with a potential employer, coordinating the job interview, detailed help with preparation of cover letters and resumes, and how to be successful with an employer during a job interview. The Career Services Office remains available to offer advice and assistance to all NESCom alumni. While the Career Services Office assists students in securing employment upon graduation, NESCom does not guarantee employment for its graduates.

Chaplain Services

The Office of the Chaplain is committed to addressing the spiritual needs of all members of the Husson community (students, administration, faculty and staff). Its mission is to foster an understanding and appreciation for the diverse religious and spiritual life on the college campus. The Office of the Chaplain also provides services for the college community such as pastoral care and student program support. All faith traditions are encouraged to and welcome to utilize Leonard Chapel, located in Peabody Hall, by signing up for time in the Office of the Chaplain. The Chapel is open for any member of the Husson community for personal reflection, meditation and or prayer from 6:00 a.m. to 9:00 p.m. seven days a week.

Computer Requirements

While it is recommended that a student have a computer, either PC or Mac, equipped with Microsoft Office, there are computer labs at NESCom available for students to complete their assignments. Because of this, purchasing a computer prior to the student's arrival at NESCom is not a necessity. If you are interested in purchasing a Mac computer, NESCom has partnered with Apple to provide all NESCom students Apple bundles at affordable prices. Visit the store login at https://login.nescom.edu/. Students are required to have a LaCie External Fire Wire hard drive that can be purchased through NESCom. Any other hard drive will not be supported or authorized for use on the NESCom network.

Counseling Center

The Husson Counseling Services (HCS) Center, which offers limited free professional counseling and referral services to all students, is located in 214 Peabody Hall. The counseling service promotes student development and assists students with personal, physical, emotional, or educational issues and acts as a referral source for students who may require additional services off campus. A substance abuse program is also available for students concerned about alcohol or drug use. The program includes prevention, early intervention, assessment, education, individual and group counseling, and referral. Each case is dealt with in a caring and compassionate manner and kept strictly confidential. To contact the Counseling Center, please call (207) 941-7981.

Dining Facilities

Dickerman Dining Center is staffed by people who are committed to serving our customers a wide variety of wholesome, nutritious foods that meet the diverse needs and tastes of our Husson University Community. Each meal offers a minimum of two choices of entrees, vegetarian selection, pasta and house-made soups of the day. Additional choices include a well stocked salad bar, made-to-order sandwiches at our deli station, and a grill station that serves all your favorites at Breakfast, Lunch, and Dinner 7 days a week.

The Eagle Grab and Go is located just inside the entrance of the Dickerman Dining Center. Serving pizza, subs, salads, cold drinks and a variety of snacks, the Eagle Grab and Go is open late night for students that opt to eat on a different schedule.

Cressy's Marketplace is located in the Campus Center and is a full-service facility that offers cooked-to-order items, meal specials, snacks and beverages. Willey's Café is located adjacent to Cressy's Marketplace and offers Starbucks coffee, Panini sandwiches, and pastries.

Dining Dollars may be spent in the Cressy's Marketplace, Willey's Cafe, and Eagle After Hours to purchase guest meals at the Dining Commons or to purchase additional meals after your fixed meals have been used for the week. Additionally, Dining Dollars may be used at Angelo's Pizzeria, 499 Hammond Street for dine-in or carry out orders.

Changes to your meal plan can be made during the week of add/drop. Should you wish to change your meal plan, please speak with the staff in the Student I.D. Office in Peabody Hall or with a staff member at the Dining Center.

Disabilities Assistance

All students are entitled to have access to the college's programs, services, and activities. NESCom supports students with disabilities and encourages them to communicate their accommodation needs with the Student Services Office in a timely manner after being accepted to the College. The Student Services staff are resources for students with disabilities. Students are asked to provide professional, adult-level test evaluations and professional accommodation recommendations **prior** to beginning coursework. Reasonable accommodations will be provided on an individual basis.

Emergency Notification System

The campus community has an emergency notification system in place, E2Campus. You should register for this service at http://www.e2campus.com/my/husson/. E2Campus will notify you via email or text messaging in the event of a campus-wide emergency. You may also get weather-related closings through this service. This service is free to all students, who may register two email addresses and two devices. Students are strongly encouraged to sign up for this service so that an emergency can be effectively communicated in a timely manner.

Insurance (Student Accident and Sickness)

All full-time students are required to have some form of accident and sickness insurance coverage. NESCom, along with Husson University, makes available to its full-time students a plan of accident and sickness insurance. If a student has insurance and wishes to waive the school insurance, a waiver card must be returned to the college by the deadline indicated on the

waiver card, complete with the student's insurance information.

Lab and Studio Hours

In order to accommodate the computer and equipment needs of students, laboratories, and studios are open seven days per week from 8:00 a.m. to 1:00 a.m. Students also have access to a 24-hour PC lab located in Peabody Hall.

Library

Sawyer Library, located on the second floor of Peabody Hall, is shared by Husson and NESCom, and enables students to meet educational needs through a variety of resources. Those resources include books, journals, periodicals, and databases. Sawyer Library is also part of the inter-library loan system, providing research resources from a network of nationwide libraries. Sawyer Library can be reached at (207) 941-7188.

Hours of Operation
Monday - Thursday 8:00 a.m.- 10:00 p.m.
Friday 8:00 a.m.-6:00 p.m.
Saturday 10:00 a.m.-5:00 p.m.
Sunday 10:00 a.m.-10:00 p.m.

Mail Service

Resident students are assigned a mailbox key along with a room key as they check into the resident halls. Resident mailboxes are located in the residence halls and students may pick up their mail at any time. Students will be charged fifteen dollars to replace lost keys. To avoid fines, both sets of keys (mailbox and room) must be turned in at the end of the academic year. The mailing address is:
Name of Student
Name of Residence Hall
1 College Circle
Bangor, ME 04401

Parking Decals

ALL STUDENTS who have a vehicle on campus will need a parking decal. There is a $75 charge for the decal and you must have one to park on campus. Bring your vehicle registration to the NESCom lobby window Monday through Friday, 8 a.m.-4:30 p.m.

Peer Tutoring

On occasion students may find themselves in need of academic assistance in a particular course. Peer tutors may be made available after the requesting student has discussed his/her need with the course instructor and an administration member. Tutors are selected carefully, having met a high level of academic achievement in certain courses. NESCom will cover the cost of 2 tutors per semester, up to $150 each. If students accrue charges above and beyond the $150 limit, they will be charged. If a student needs more than 2 tutors in a semester, they will pay out of pocket for the additional assistance. For students with documented learning issues, professional "coaches" are available at a cost to assist students with transitional concerns and time management skills. Students needing tutoring or coaching must see the Registrar's Office to

complete the necessary paperwork.

Residential Life

On campus, we offer housing in four residence halls – Hart Hall, Carlisle Hall, and Bell Hall, as well as our newest building, the Living and Learning Center. Hart, Carlisle, and Bell Hall are considered "traditional" residence halls that include rooms to accommodate primarily two residents, although some rooms may be triples. The new Living and Learning Center, features suite-style living space for up to four residents per unit. All of the residence halls are located adjacent to one another and in close proximity to the academic buildings as well as the Dickerman Dining Center.

All first- and second-year Husson and NESCom students are required to live on campus. For upperclass students, the resident halls are often still the right choice. If you do choose to move off campus, there are many options for affordable apartments, and most of them are right down the street. For more information on Residential Life policies, go to http://www.husson.edu/residential-policies.

Safety and Security Office

Uniformed security officers respond to emergencies and maintain a regular patrol of the campus property and facilities. The Department of Safety and Security is also responsible for maintaining registrations of vehicles that park on campus. In an effort to make the campus even safer, the college is dedicated to providing the entire community with the annual security report that identifies crime statistics in compliance with the Campus Security Act of 1990. This information identifies crime that has occurred on campus and in the surrounding community for the last three years. You can access this information at www.husson.edu under Security.

Student Conduct Code

By virtue of attendance, NESCom students agree to the duly published regulations of the College. The Student Conduct Code is located on the Husson University website at: http://www.husson.edu/community-code. Failure to conform to these regulations may result in suspension or dismissal from NESCom. The Husson/NESCom conduct system is a participatory one that includes a review board made up of members of the two colleges' faculty, administration, and student body.

Student Employment

Students that are eligible for Federal Work Study can apply for on-campus jobs. As with a regular job, an application and an interview are required for most positions. NESCom students also have access to job bank listings for on-campus jobs. In addition, the campus is located near downtown Bangor, the Bangor Mall and other shopping areas, where employment may often be found.

Student Health Services

The health needs of students are met through an on-campus health service. The Student Health Service Office, located in 101 Carlisle Hall, is staffed by a full-time registered nurse, five days per week, and a nurse practitioner who visits several times each week. Students are encouraged to become familiar with the Health Services Office and to consult the nurse for any health

related matters. The office can be reached at (207) 941-7625. The use of Student Health Center is included in the room charge for resident students.

Maine State Law (22-MRSA Sec. 6359) requires all full-time and part-time degree-seeking, post-secondary school students born after 1956 to show proof of immunization against measles, mumps, and rubella (MMR), and proof of a tetanus and diphtheria shot within the last 10 years. Two doses of the MMR vaccine are required.

Weather Cancellations

In the event of inclement weather, students should go to www.husson.edu/snow to check if classes have been cancelled or the campus has been closed. An email will also be sent to your NESCom email address if all classes are cancelled or the campus is closed. Notifications also may be posted on the local television stations: WABI-TV, WLBZ2, and WVII-7. Students may also sign up to receive weather-related cancellations on the Emergency Notification System (see page 13).

BACHELOR DEGREE PROGRAM REQUIREMENTS

The New England School of Communications offers three bachelor degree programs:

Bachelor of Science in Communications Technology
Concentrations in: Audio Engineering
Live Sound Technology
Video Production
WebMedia

Bachelor of Science in Entertainment Production

Bachelor of Science in Media Studies
Concentrations in: Journalism
Marketing Communications
Radio Broadcasting
Sports Journalism

Students enrolled in these programs are required to successfully complete 120 credit hours with a cumulative GPA of 2.0 to receive their degree. All BS programs include a requirement of 49 General Education credits and a minimum of 72 Communications credits. In the BS Communications Technology and BS Media Studies programs, students must choose a concentration. The BS Communications Technology and BS Media Studies breakdown of 72 credits in communications requirements include: Core - 26 credits, Concentration - 24 credits, and Electives - 22 credits.

General Education requirements (49 credits)
ENG 111 English Composition (3 credits)
ENG 112 Approaches to Literature (3 credits)
ENG 121 Public Speaking (3 credits)
HIS 221 American Government (3 credits)
HIS 223 20th Century History (3 credits)
MS 132 Probability & Statistics (3 credits)
MS 141 Contemporary College Algebra (4 credits)
PSY 111 General Psychology (3 credits)
SOC 201 Principles of Sociology (3 credits)

Lab/non-lab science (3 credits)
Humanities (6 credits)
Fine Arts (3 credits)
Open General Education Electives (9 credits)

Bachelor of Science in Communications Technology

Core requirements (26 credits)
COM 101 Intro to Media (3 credits)
COM 120 Success Seminar (1 credit)
COM 121 Computer Applications for Digital Media (3 credits)
COM 220 Interpersonal Communications (3 credits)
MCC 221 Principles of Marketing (3 credits)
COM 236 History of Mass Communications (3 credits)
COM 301 Career Prep (1 credits)
COM 317 Organizational Management (3 credits)
COM 400 Ethics in Media (3 credits)
COM 406 Media Law and Regulation (3 credits)

Communications Technology concentrations

Audio Engineering concentration (24 credits)
AET 110 Audio I - Intro to Audio Technology (3 credits)
AET 210 Audio II - Multitrack Recording & Mixing (3 credits)
AET 213 Pro Tools I (3 credits)
AET 220 Critical Listening (3 credits)
AET 310 Audio III - Fundamentals of Mixing (3 credits)
AET 312 Pro Tools II Post (3 credits) or AET 313 Pro Tools II Music (3 credits)
AET 320 Principles of Effective Recording (3 credits)
AET 335 Electronic Music Technology or AET 340 Introduction to Post Production, Audio & Video

Live Sound Technology concentration (24 credits)
VID 100 Intro to Video Production (3 credits)
AET 110 Intro to Audio Technology (3 credits)
ENT 131 Fundamentals of Stage Lighting (3 credits)
SOA 250 Intro to Live Sound (3 credits)
SOA 350 Live Sound II (3 credits)
SOA 352 Sound Reinforcement and Speaker Systems (3 credits)
SOA 366 Stage Wiring and Electronic Troubleshooting (3 credits)
SOA 402 Digital Audio for Live Sound (3 credits)

Video Production concentration (24 credits)
VID 105 Video Production I (3 credits)
VID 141 Graphic Design for Video (3 credits)
VID 205 Video Production II (3 credits)
VID 211 Audio for Video (3 credits)
VID 224 TV Studio/Remote Production I (3 credits)
VID 234 Advanced Lighting for Digital Filmmaking (3 credits)
VID 243 Video Compositing & Motion Graphics (3 credits)
VID 322 Advanced Editing for Digital Filmmaking (3 credits)

WebMedia concentration (24 credits)
WEB 201 WebMedia Imaging (3 credits)

WEB 207 Web Design I (3 credits)
WEB 209 Web Design II (3 credits)
WEB 221 Usability and Graphical User Interface (3 credits)
WEB 231 Scripting for the Web (3 credits)
WEB 261 Web Applications I (3 credits)
WEB 305 Web Design III (3 credits)
WEB 311 Interactive Web Design I (3 credits)

Communications Technology Electives (22 credits)
In addition to the core and concentration requirements, students in one of the Communications Technology concentrations must successfully complete 22 credits from among the electives listed below. Some of these electives are pre-requisites that must be satisfied before enrollment in an upper level course within the concentration; others may be strongly recommended for students to learn skills that will enhance their specific program of study. **Students will work with their academic advisors to enroll in the appropriate elective courses.** For suggested electives, please refer to the concentration course guides located in the Business Office.

AET 410 Advanced Music Production (3 credits)
AET 416 Fundamentals of Audio Post (3 credits)
AET 417 Advanced Audio Engineering (3 credits)
AET 420 Advanced Audio Post (3 credits)
COM 330 Field Experience (3 credits)
COM 430 Research Internship (3 credits)
ENT 124 Scenic Construction (3 credits)
ENT 135 Acting I (3 credits)
ENT 235 Musical Theatre Performance (3 credits)
MCC 245 Graphic Design for Print (3 credits)
MCC 321 Social Media Marketing (3 credits)
MCC 328 Digital Illustration for Design (3 credits)
MCC 335 Graphic Design for Print II (3 credits)
PHO 245 Digital Photography I (3 credits)
PHO 345 Digital Photography II (3 credits)
SOA 111 Music Structure and Style for Audio (3 credits)
SOA 215 Music Theory (3 credits)
SOA 250 Intro to Live Sound (3 credits)
SOA 312 Business of Music (3 credits)
SOA 418 Live Performance Production (3 credits)
VID 100 Intro to Video (3 credits)
VID 105 Video Production I (3 credits)
VID 141 Graphic Design for Video (3 credits)
VID 205 Video Production II (3 credits)
VID 325 TV Studio/Remote Production II (6 credits)
VID 339 Electronic News Gathering (ENG)
VID 441 Video Production Workshop (3 credits)
WEB 201 Web Media Imaging (3 credits)
WEB 210 Search Engine Marketing (3 credits)
WEB 357 3D Animation (3 credits)
WEB 411 Interactive Web II (3 credits)

Bachelor of Science in Entertainment Production

Core requirements (24 credits)
COM 101 Intro to Media (3 credits)
ENT 111 Intro to Theatre (3 credits)
ENT 112 Stagecraft Practicum (1 credit to be taken twice)
COM 118 Worksite Safety (3 credits)
COM 120 Success Seminar (1 credit)
COM 121 Computer Applications for Digital Media (3 credits)
MCC 221 Principles of Marketing (3 credits)
COM 236 History of Mass Communications (3 credits)
COM 301 Career Prep (1 credits)
ENT 331 Group Design (1 credit)
ENT 448 Final Portfolio/Proficiency Review (1 credit)

Career related requirements (27 credits)
ENT 122 Event Design (3 credits)
ENT 124 Scenic Construction (3 credits)
ENT 131 Fundamentals of Stage Lighting (3 credits)
ENT 210 Audio for Event Management (3 credits)
ENT 221 Computer Aided Drafting/3D Visualization (3 credits)
ENT 240 Production Management (3 credits)
ENT 241 Artistic Techniques for Design (3 credits)
ENT 310 Business of Theatre (3 credits)
ENT 324 Technical Direction (3 credits)

Electives (21 credits)
ENT 135 Acting I (3 credits)
ENT 223 Scenic Art – Painting & Properties (3 credits)
ENT 225 History of Theatre (3 credits)
ENT 231 Advanced Stage Lighting (3 credits)
ENT 235 Musical Theatre Performance (3 credits)
ENT 320 Directing (3 credits)
ENT 340 Stage Management Practicum (3 credits)
ENT 341 Stage Automation (3 credits)
ENT 440 Directing Practicum (3 credits)
MCC 245 Graphic Design for Print (3 credits)
MCC 328 Digital Illustration for Design (3 credits)
WEB 202 Web Design for Non-Majors (3 credits)

Bachelor of Science in Media Studies

Core requirements (26 credits)
COM 101 Intro to Media (3 credits)
COM 120 Success Seminar (1 credit)
COM 121 Computer Applications for Digital Media (3 credits)
COM 220 Interpersonal Communications (3 credits)
MCC 221 Principles of Marketing (3 credits)
COM 236 History of Mass Communications (3 credits)
COM 301 Career Prep (1 credits)
COM 317 Organizational Management (3 credits)
COM 400 Ethics in Media (3 credits)
COM 406 Media Law and Regulation (3 credits)

Media Studies concentrations

Journalism concentration (24 credits)
JRN 114 Intro to News Reporting (3 credits)
JRN 115 Radio News Writing and Reporting (3 credits)
JRN 217 TV News Writing and Reporting (3 credits)
JRN 223 Reporting and Writing for Print (3 credits)
JRN 235 Web Reporting (3 credits)
JRN 314 Cross-Cultural Reporting (3 credits)
JRN 360 Reporting and Producing TV News (3 credits)
JRN 438 Producing/Hosting Public Affairs Show (3 credits)

Marketing Communications concentration (24 credits)
MCC 116 Intro to Public Relations (3 credits)
MCC 216 Advertising I (3 credits)
MCC 245 Graphic Design for Print (3 credits)
MCC 317 Public Relations Techniques (3 credits)
MCC 321 Social Media Marketing (3 credits)
MCC 335 Graphic Design for Print II (3 credits)
MCC 338 Communication Research Methods (3 credits)
MCC 418 Marketing Communications Campaigns (3 credits)

Radio Broadcasting concentration (24 credits)
RAD 102 Radio Operations I (3 credits)
JRN 115 Radio News Writing & Reporting (3 credits)
RAD 202 Advanced Radio Applications (3 credits)
COM 219 Sales Practices in Media (3 credits)
RAD 231 Radio Performance I (3 credits)
COM 321 Broadcast Programming and Management (3 credits)
RAD 324 Radio Station Promotions (3 credits)
RAD 432 Radio Station Management (3 credits)

Sports Journalism concentration (24 credits)
JRN 127 Intro to Sports Journalism (3 credits)
JRN 217 TV News Writing and Reporting (3 credits)

JRN 227 Sports Journalism II (3 credits)
JRN 255 Sports Play-by-Play (3 credits)
JRN 327 Advanced Sports Technique (3 credits)
JRN 328 Sports Information (3 credits)
JRN 360 Reporting and Producing TV News (3 credits)
JRN 427 Producing and Hosting a Sports Show (3 credits)

Media Studies electives (22 credits)
In addition to the core and concentration requirements, students in one of the Media Studies concentrations must successfully complete 22 credits from among the electives listed below. Some of these electives are pre-requisites that must be satisfied before enrollment in an upper level course within the concentration; others may be strongly recommended for students to learn skills that will enhance their specific program of study. **Students will work with their academic advisors to enroll in the appropriate elective courses.** For suggested electives, please refer to the concentration course guides located in the Business Office.

COM 103 Writing for Media
COM 219 Sales Practices in Media (3 credits)
COM 330 Field Experience (3 credits)
COM 430 Research Internship (3 credits)
ENT 135 Acting I (3 credits)
ENT 235 Musical Theater Performance (3 credits)
JRN 114 Intro to News Reporting (3 credits)
JRN 115 Radio News Writing & Reporting (3 credits)
JRN 130 Broadcast News Performance (3 credits)
JRN 214 Radio News Lab (3 credits)
JRN 240 Feature Writing (3 credits)
JRN 314 Cross-Cultural Reporting (3 credits)
JRN 324 Editorial/Column Writing (3 credits)
JRN 439 Magazine Workshop (3 credits)
MCC 316 Advertising II (3 credits)
MCC 328 Digital Illustration for Design (3 credits)
MCC 338 Communication Research Methods (3 credits)
PHO 245 Digital Photography I (3 credits)
PHO 345 Digital Photography II (3 credits)
PHO 347 Photojournalism (3 credits)
RAD 345 Public Affairs Programming (3 credits)
VID 100 Intro to Video (3 credits)
VID 105 Video Production I (3 credits)
VID 205 Video Production II (3 credits)
VID 339 Electronic News Gathering (ENG)
WEB 201 WebMedia Imaging (3 credits)
WEB 207 Web Design I (3 credits)

Course Descriptions

AET 110 Audio I - Intro to Audio Technology 3 Cr.

Surveying the fundamental concepts of audio production, Audio I introduces sound and psycho-acoustics, the principles of audio consoles and signal routing, and essential technologies such as loudspeakers, microphones, and signal processing. Across the course students develop a vocabulary of common audio definitions, concepts, and career options. Lab work includes mixing and signal flow exercises.

AET 210 Audio II - Multitrack Recording & Mixing 3 Cr.

In AET 210, students expand their audio knowledge and experience through classroom studies and hands-on recording and mixing. Lecture instruction continues the survey begun in Audio I, investigating audio fundamentals, signal flow, common recording technologies, and studio operation procedures. In the lab, students learn microphone, console, and session management techniques through the recording of live performers. In personal labs, students hone mix skills through weekly mixing of prerecorded material.

Prerequisite: AET 110^, Co-requisite: SOA 250

AET 213 Pro Tools I 3 Cr.

Pro Tools I offers an introduction to the most widely used application for music and post production in the world today. The course provides the foundational skills necessary for basic recording, mixing and editing within the Pro Tools environment. Students learn file structure, edit functions, time scale and ruler views, session configuration, recording and managing audio, importing audio and QuickTime movie files, MIDI basics, software based mixing, virtual instruments, region groups, looping audio, and the use of plug-ins.

Prerequisite: AET 210^, Co-requisite: AET 220

AET 220 Critical Listening 3 cr.

Critical Listening instructs students to discern, measure, analyze, and discuss sound more accurately. Varied topics include anatomy and physiology of the ear, acoustics, audio data compression, and musical form and arrangement. Regular ear training exercises improve listening skills.

Prerequisite: AET 210^, Co-requisite: AET 213

AET 310 Audio III - Fundamentals of Mixing 3 Cr.

Focusing primarily on mixing, this course is a compliment to AET 320. In the lab, students perform weekly mixes, building technical and listening skills. In the lecture, a variety of topics are investigated including studio acoustics and design, gain staging, reference levels and metering, mixing techniques, outboard processing, and essential electrical concepts.

Prerequisite: AET 213^, AET 220^, Co-requisite: AET 320

AET 312 Pro Tools II Post 3 Cr.

This course builds intermediate Pro Tools skills as necessary in audio post production. Students learn the components of a TDM system, advanced mixing and editing options, the use of alternate production tools, time operations, alignment techniques, writing and editing automation, recording and comping multiple takes, elastic audio, virtual instruments, MIDI, and beat detective. Students complete hands-on projects involving editing and mixing audio for video in the Pro Tools environment.

*Prerequisites: AET 310^, AET 320^*

AET 313 Pro Tools II Music 3 Cr.

This course builds intermediate Pro Tools skills as employed in music production. Students learn the components of a TDM system, advanced mixing and editing options, the use of alternate production tools, time operations, alignment techniques, writing and editing automation, recording and comping multiple takes, plug-ins such as Auto Tune, virtual instruments, MIDI, and beat detective. Students complete hands-on projects involving recording and mixing music in the Pro Tools environment.

*Prerequisites: AET 310^, AET 320^*

AET 320 Principles of Effective Recording 3 Cr.

Focusing primarily on recording, this course is a compliment to AET 310. Concepts covered include advanced instruction in signal flow, microphone choice and technique, preamplifier options, equalization and compression uses, and recording software. Regular recording of performance groups ensure that students have a full understanding of the tracking process. Students hone session management, communication, and record keeping skills to ensure an enjoyable studio experience for all and a quality final product.

Prerequisite: AET 213^, AET 220^, Co-requisite: AET 310

AET 335 Electronic Music Technology 3 Cr.

The course covers the practices and principles of analog and digital sound synthesis, sequencing, sampling, and MIDI. Use of both hardware and software devices are employed and students learn techniques to create credible music tracks with various controllers and synthesized instruments. Electronic Music Technology also includes an overview of industry and technology innovators, an introduction to sound design methods and applications, and a survey of electronic musical equipment commonly found in internship and employment scenarios.

Prerequisite: AET 310^, AET 320^, SOA 215 or previous experience

AET 336 Sound Design for Film, Gaming & Other Medias 3 Cr.

This course introduces the art of envisioning and producing sounds for visual media, including film, television, computer-based animation, websites, and games. Applications include the creation and refinement of cut effects, ambiences, sound iconography, and an introduction to Foley effects. The course will focus on the practices and skills required to competently utilize computer-based post-production software and will prepare students to fulfill the role of sound designer and work under a supervising sound editor.

*Prerequisite: AET 310^, AET 320^*

AET 340 Introduction to Post Production, Audio & Video 3 Cr.

Students looking to enter the field of audio post production need to be exposed to the core concepts of what takes place on the visual side of the production, and will be even more valuable if they can assist with that part of the project. This course will dive into the basic fundamentals of editing video, and combine it with the audio portion of their work. From file management, to compression schemes, to editing on a timeline, to distribution methods, students will look at the various factions of the video world, including commercials, films, live productions, and television shows. The course will also look at how the pieces of audio post production work with these variations of video, with a snapshot of Foley work, ADR, SFX mixing, and surround sound editing.

*Prerequisite: AET 310^, AET 320^*

AET 410 Advanced Music Production 3 Cr.

As the capstone course in the Music Production curriculum, students have the opportunity to put learned skills to use by recording, mixing and mastering a complete musical project. Students are responsible for selecting an artist, helping them prepare and record their material, then mix, master, and deliver results in a production-ready package. Students receive significant studio time to complete the project to the satisfaction of both the artist and faculty advisor.

By permission only

AET 416 Fundamentals of Audio Post 3 Cr.

This course offers foundation level training in audio post-production for TV, film, and other medias. Processes such as dialogue editing, ADR, sound effects editing and design, Foley recording, music editing and mixing (re-recording) are investigated in lecture and practiced through personal lab projects.

*Prerequisite: AET 340^ & AET 312^ or AET 313^*

AET 417 Advanced Audio Engineering 3 Cr.

This course instructs students in advanced music production procedures including the setup and use of the API Vision for tracking and mix sessions, recording and mix techniques, troubleshooting in the studio, working with producers and artists, use of software to edit recorded performances, and mastering.

*Prerequisite: AET 335^ & AET 312^ or 313^*

AET 420 Advanced Audio Post

In Advanced Post students gain further experience in the production of audio for visual medias. Students complete extensive projects and receive significant studio time to record, edit, and mix sound effects, Foley, dialogue, and music.

By permission only

AET 421 Audio Practicum 3 Cr.

This class is offered by invitation only to select students who demonstrate a high level of skill in the audio engineering program. In addition to or in place of an internship, these students work with other students to manage projects in the recording studio as well as complete a major music production or audio for video post production project.

Prerequisites: Pro Tools Certification and Program Director recommendation

BUS 201 Business Law I 3 Cr.

This course provides students with a basic knowledge of the law of contracts, personal property, and real property. Learning the definition of legal terminology is required and knowledge is gained primarily through the study and discussion of real life legal cases.

COM 101 Introduction to Media 3 Cr.

Explore the evolution of the communications industry by studying the history of radio, television, print, film, and computer technologies. This course also examines the legal issues of broadcasting and facility management, FCC Rules and Regulations, and professional responsibilities and expectations. Students research the past and present trends of the media and incorporate their findings into their studies.

COM 103 Writing for Media 3 Cr.

This course introduces students to and provides intensive practice in the basic types of writing required by the broadcast media and advertising/marketing agencies. This will include advertising copy, writing for a website, promotional copy, public service announcements, and business documents, including proposal writing.

COM 118 Worksite Safety 3 Cr.

This course teaches the basics of entertainment worksite safety and core craft skills. From basic shop math and construction drawings to power tools and communications skills, students explore the fundamentals of working in a scenic shop. Stage safety areas cover discussions of pyrotechnics, lasers, electrical, and rigging. Valuable industry training comes in the form of OSHA 10 hour card and basic scissor lift training.

COM 120 Success Seminar 1 Cr.

This course is designed to assist entering students in making a successful transition to life at NESCom. The goals of this course include daily logistics of campus academic and social life, understanding faculty expectations and different teaching styles, successful habits that support critical thinking, writing, test taking, career exploration, time management, personal financial management, and healthy lifestyle choices. Special emphasis will be placed on how decisions made today can help you in achieving your career and personal goals.

COM 121 Computer Applications for Digital Media 3 Cr.

This course is designed to introduce students to the fundamentals of computers, Mac OS X, digital organizational skills, the NESCom network, and basic web, imaging, video, and audio skills and concepts.

COM 219 Sales Practices in Media 3 Cr.

This course explores the concept that advertising is found in virtually all media and someone is responsible for selling it. Sales Practices in Media considers the unique characteristics of broadcast radio and television, cable television and satellite services, the Internet, cell phones, and other "new media" that are being supported by advertising. Students learn how the various media are packaged and sold, the rating that determine their relative value, the costs of advertising on various media, and the sales techniques employed by successful sales people.

COM 220 Interpersonal Communications 3 Cr.

This introductory course focuses on the communication a student uses daily with friends, family, teachers, employers, co-workers and dating partners. This course is designed to develop the student's awareness and understanding of the role communication plays in everyday events and develops the student's communication skills. The student learns how both verbal and non-verbal communication affects relationships and develops effective conflict management strategies.

COM 236 History of Mass Communication 3 Cr.

This course is a consideration of the inventions, events, and people that have shaped and influenced journalism in the United States, and how mass media and the practice of journalism, in particular, have shaped American history. The course follows the history and contributions of American journalism from colonial times to the web, in the context of the technical, economic, political, and cultural aspects of American society.

Prerequisites: COM 101

COM 301 Career Preparation 1 Cr.

This course sets students up with all the techniques needed to communicate to prospective employers. Learn effective ways to write cover letters, resumes, and produce attention-getting audition tapes (radio and video). Students may even meet a future employer because media professionals conduct mock interviews in this course.

Prerequisite: Senior Standing

COM 317 Organizational Management 3 Cr.

This course focuses on how to design organizational systems and effectively manage them. Students completing this course should understand the universal process of management and key terminology in the language of management. Students are encouraged to blend conceptual contributions from the various schools of management thought into an integrated perspective on what managers do and why.

COM 321 Broadcast Programming and Management 3 Cr.

This course focuses on current media management issues facing the broadcast manager in the daily operations of programming, sales, promotion, news, and engineering departments. Curriculum analyzes management theories and approaches in addition to covering topics such as the Telecommunications Act, labor and discrimination law, crisis management, Federal Communication Commission (FCC) rules, and contract and employment law.

Prerequisites: RAD 202 or VID 205

COM 330 Field Experience (Internship) 3 Cr.

This course provides an opportunity to work in organizations such as a broadcast station, advertising agency, video production company, and others, under the direct supervision of a full-time employer. This course is open to upper class students who have attained a 3.0 average and have faculty approval. Students are required to intern 135 hours in the field, applying the knowledge learned to date, while being willing to "learn the ropes" of the day-to-day operation of a business.

By permission only

COM 400 Ethics in Media 3 Cr.

Ethics are part of every aspect of life. In this course, students learn the decision making process of applying ethical practices to the media while enjoying exciting classroom debates and projects that explain the journalist's ethical responsibility. The course utilizes current events along with supplemental textbook cases.

Prerequisite: Senior Standing

COM 406 Media Law and Regulation 3 Cr.

This course provides an overview of current law pertaining to the regulation of broadcasting and the role of the Federal Communications Commission, the U.S. Congress, and the U. S. Supreme Court. It offers a comprehensive look at landmark court decisions regarding Fairness Doctrine, the Equal Opportunities provision, libel, the First Amendment, and the Freedom of Information Act.

Prerequisite: Senior Standing

COM 430 Research Internship 3 Cr.

Different only from COM 330 (Field Experience) in that students enter into the internship not only to experience the work place environment but also to choose one aspect of that environment to focus on and do research. A substantial research paper and oral presentation are required in this course.

By permission only

ENG 111 English Composition 3 Cr.

The objective of this course is to improve students' ability to write clearly and logically. Emphasis is placed on the importance of punctuation, grammar, and writing as a process. Students complete a number of essays, which illustrate various writing techniques and styles, and use these strategies to compose a final research paper. The course involves instructor evaluation in a workshop setting.

ENG 112 Approaches To Literature 3 Cr.

This is a discussion course that asks students to examine fiction, poetry and drama, and write analytical essays both in and out of class. Students will have the opportunity to read and reflect on both classic and contemporary writings and the authors of these works. Also required is a research paper on a literary topic.

Prerequisite: ENG 111

ENG 121 Public Speaking 3 Cr.

Be confident while speaking before a group. This course helps students do just that through various informative, evocative, and persuasive speeches. While learning how to be impromptu in speaking and develop listening skills, students learn what it is like to be a member of the audience and how to analyze speeches. This course is a cornerstone for anyone entering any aspect of communication.

ENG 221 Business Communications 3 Cr.

Knowing how to communicate with both written and spoken words in today's high tech workplace is a critical skill to have. This course examines oral and written forms of business communication, form letters and memos to formal research reports. Resumes and job interviews are also emphasized.

Prerequisite: ENG 111

ENG 275 Creative Writing 3 Cr.

The Creative Writing course consists of learning the basic elements of the short story, drama and film, including literary terms and elements of plot and structure. Time is devoted to understanding and writing dialogue for the various genres of fiction. Mid-way through the semester, students will begin writing a short story, a play or movie (individual choice) and continue the project through the end of the semester. Students learn the art of re-writing their work and periodically present their work-in-progress to the class for peer critique.

Prerequisites: ENG 112

ENT 111 Introduction to Theatre 3 Cr.

Theatre has always been the basis for mass communication on a dramatic level. A study of the evolution of theatre, its history, business structures, and career categories relate to many other forms of media communication. This course offers an overview of theatrical techniques and how this industry functions today. Emphasis is placed on theatrical production, its relevance to contemporary communication techniques, and theatrical administration.

Fulfills Fine Arts requirement for non-majors

ENT 112 Stagecraft Practicum 1 Cr.

This course is structured as a practicum, allowing the Entertainment Production students to experience the technical demands of the performance industry. Student work will be comprised of, but not limited to: event load-ins, construction of elements for specific events, and performance facility upgrades and maintenance. As the students' skills increase, they will be assigned tasks commensurate with their growing levels of experience. Each Entertainment Production student will be required to take this course for six (6) of their total semesters in the program, logging in 30 hours per semester.

ENT 122 Event Design 3 Cr.

This course covers the basic equipment and process of designing an event that is theatrical, corporate, and/or musical in nature. Some topics included are staging, projection, and scenic design. Students will study the basic techniques of theatre and event design.

ENT 124 Scenic Construction 3 Cr.

Students will learn the basic materials and construction techniques for theatre, film, television, and event production.

ENT 131 Fundamentals of Stage Lighting 3 Cr.

Students work onstage and in the classroom to learn the basics of lighting. This includes work with the lighting instruments, lighting board, safety, basic lighting techniques, and lighting paperwork. An additional classroom component will include a look at the history of lighting, electricity and color theory. This class will cover traditional theatre as well as larger concert type venues.

ENT 135 Acting I 3 Cr.

Students have the opportunity to develop basic performance techniques and gain personal confidence through the acquisition of these skills. The classwork is comprised of dramatic scene work using a structured acting technique that assists the performer in analyzing and performing dramatic material. Projects include monologues and small cast scenes from contemporary and classical playwrights.

Prerequisite: ENT 111

ENT 210 Audio for Event Management 3 Cr.

This course introduces the concepts and practices of sound engineering. Students will apply their fundamental knowledge of audio towards the understanding of setting up live sound reinforcement for a variety of live events. This course will include the concepts of gain structure, practical microphone placements, general use of equalization, and mixing techniques for live sound applications. Students will learn and develop trouble-shooting skills.

ENT 221 Computer Aided Drafting/3D Visualization 3 Cr.

Students will learn software and techniques for developing designs through the use of Vectorworks. Design students and technicians will learn the basics of CAD drafting as well as organization and layout. The class will also address three-dimensional visualization in Vectorworks.

ENT 223 Scenic Art – Painting and Properties 3 Cr.

The objective of this class will be to teach the student a systematic approach to painting theatrical scenery. The class will cover traditional scene painting techniques and the tools and paints that have been developed to support those techniques.

Prerequisite ENT 122

ENT 225 History of Theatre 3 Cr.

This course will examine theatre's beginnings to the present day. Rather than presenting students with a mere catalog of historical facts, the class traces the themes of theatre through the different time periods and explores the various mediums through which this art form has been presented. This will create the opportunity to see how the theatre has developed through different cultures and technologies.

Prerequisite ENT 111

ENT 231 Advanced Stage Lighting 3 Cr.

This is a second level lighting course which continues the technical applications covered in ENT 131, Fundamentals of Stage Lighting.

Prerequisite ENT 131

ENT 235 Musical Theatre Performance 3 Cr.

As a continuation of Acting I, this course will focus on the skill sets of performing in musical theatre. Course curriculum will introduce the student to the "triple-threat" concept of today's entertainment performer. Students will receive introductory training in voice, dance, and acting techniques, which will be used to rehearse and perform a small musical theatre event in the Gracie Black Box Theatre.

Prerequisite ENT 135

ENT 240 Production Management 3 Cr.

This course is an introduction to Stage Management techniques and organizational management structures and will examine the different responsibilities and problems of a stage manager's job for commercial, community and educational theatre applications. The course will contain both lecture and hands-on training using specific industry tasks and professional criteria. Students are expected to be well-organized, self-starting, highly motivated, and possess excellent interpersonal communication skills. The stage manager's role requires a wide range of artistic, technical, managerial, and communication abilities. It demands a strong, unwavering commitment to the process of production, and to serve that process by fostering a creative work environment that is conducive to its ultimate success.

Prerequisite: ENT 111

ENT 241 Artistic Techniques for Design 3 Cr.

Students will learn the basic artistic concepts that are used in entertainment design. They will explore the fundamental principles of design, which will include exercises in drawing, watercolor painting, and experimentation with other mediums. Many of the skills learned are common to theatre, graphic design, video production, and a wide variety of other artistic disciplines.

Prerequisites: ENT 122

ENT 310 Business of Theatre 3 Cr.

The purpose of this course is to give the student the basics skill sets necessary to efficiently create, administer, and manage a career in the performing arts. The various management skills will be analyzed from the viewpoints of both the producer and the performer. Focus will be given to for-profit and not-for-profit corporate structures, different performance venues, corporate and individual career management techniques. The classwork will be comprised of projects and lectures which will give each student the practical experience of creating a performance organization, then review the skill sets needed to administrate and manage this organization.

Prerequisite: ENT 111

ENT 320 Directing 3 Cr.

This course provides intensive script study with exercises and projects geared to developing analytical skills. Projects will focus on blocking plans for scenes with and without live actors, critiques both written and oral, and final project of direction and prompt book for a short play. Emphasis is placed upon coordination and cooperation between all aspects of design and production.

Prerequisites ENT 111

ENT 324 Technical Direction 3 Cr.

The focus of this course will be to explain the principles and applications of the techniques used to manage a production or project from the point-of-view of the Technical Director. The class will focus on organizational skills, equipment, inventory and personnel management, timelines, budgets, work structures, and all other day-to-day operations of a production team. Emphasis will be placed on industry standard applications of Project Management techniques, using professional operational models, and Project Management software.

Prerequisites: ENT 124, ENT 131, ENT 210, ENT 221

ENT 331 Group Design 1 Cr.

Students will collaborate with their peers to produce a small production project. The project will include people from various disciplines including entertainment technicians, videographers, audio technicians, designers and directors.

Prerequisite: ENT 122, ENT 321, ENT 240

ENT 340 Stage Management Practicum **3 Cr.**

Practical experience is the best instructor. Each student will be assigned the duties of stage manager for a specific production. The student will track this production from the early concept stages straight through to the final performances and production close-out.

Prerequisite: ENT 240

ENT 341 Stage Automation **3 Cr.**

The techniques of production mechanics will be covered in this course with an emphasis placed upon practical applications in today's entertainment industry. Includes an introduction to safety, winches, hydraulics, limits, drums & cabling, tracking, and turntables.

Prerequisites ENT 124

ENT 440 Directing Practicum **3 Cr.**

Specific, project oriented work geared to the application of techniques and principles covered in ENT 320.

Prerequisite: ENT 320

ENT 448 Final Portfolio/Proficiency Review **1 Cr.**

Students will organize their work from their four years of class work to present to a panel for critique. The panel will evaluate the student's progress and make recommendations for areas that need to be addressed as they move to into the industry.

FA 120 Drawing I* **3 Cr.**

Drawing I introduces the fundamentals of black and white drawing mediums through direct observation of the still life exploring the elements of art and principles of design.

HIS 221 American Government **3 Cr.**

This course places in historical perspective the development, organization, and function of American national government. Emphasis is placed upon development of the United States Constitution, the governmental administrative system, and the political socialization process essential to an understanding of the American political system. A review of the structure of state and local government will give all students a better understanding of the political and operational functioning of government agencies in their hometown and state.

HIS 223 20th Century American History **3 Cr.**

This course is a global history of the modern world from the American point of view: the world of the present century.

HU 299 Topics in Humanities* **3 Cr.**

This course is intended to provide the opportunity to offer introductory courses in humanities that would not normally be a part of the curriculum. As such, the topics will depend upon the interests of students and faculty.

HUM 209 History of American Music **3 Cr.**

This is a traditional music appreciation course, with a few twists, such as ear training (hearing music in new ways) and exploring song form. Students will delve into the origins and development of pop music from the early 1800s until 1970. Class sessions will range from guided and critical listening to live demonstrations, lectures, DVDs, musical and lyrical analysis. Students will engage in dialogue about the societal, economic, cultural, and racial issues that impacted popular music in America, and how pop music itself impacted American culture.

HUM 301 World Religion **3 Cr.**

This course acquaints students with the World's major religions and religious traditions with selective teachings from ancient and modern Hinduism, Buddhism, Judaism, Christianity, and Islam. It expands horizons by in-depth analysis of contemporary religious, social, moral, legal, and ethical issues. It encourages critical thinking and empowers students with the knowledge to communicate in a global and diverse environment.

HY 101 History of Western Civilization* 3 Cr.

This is a survey course designed to present a concise view of the significant and relevant experiences of western civilization. Emphasis is placed on the major events, institutions, ideas, and creative works that have shaped western civilization.

HY 111 U.S. History I* 3 Cr.

The social, political, and economic growth of the United States from the 1620s to the Civil War is stressed. After a view of the colonial settlements, particular attention is devoted to the outbreak of the Revolutionary War, the framing of the Constitution, the struggle between Hamilton and Jefferson, the War of 1812, Jacksonian Democracy, the beginning of industrialization, the causes of the Civil War, and the problems of the Reconstruction Era.

JRN 114 Intro to News Reporting 3 Cr.

This course introduces students to how news is gathered and presented in a variety of media, including print, web, radio, and television. Major emphasis is on developing solid news values, reporting skills, and writing skills. Ethical issues related to the practice of journalism are also discussed.

JRN 115 Radio News Writing and Reporting 3 Cr.

This course gives students intensive experience in gathering, writing, and producing news for radio, including capturing, editing, and incorporating audio sound bites. Regular reporting assignments allow students to refine their skills in writing effective, concise radio news stories. By the end of the course, students will be able to report, write, and produce a radio newscast, observing typical time constraints.

Prerequisite: JRN 114

JRN 127 Intro to Sports Journalism 3 Cr.

This is the NESCom gateway course to sports journalism. Alongside coursework designed to develop basic reporting and writing skills, this course introduces students to the practice of sports journalism. Students will learn the history of sports journalism, and deepen their sports knowledge and sports reporting skills in preparation for more advanced work in play-by-play, sportscast production, and sports information. The course includes intensive critique of the work of current professional sportscasters.

JRN 130 Broadcast News Performance 3 Cr.

This course provides students the opportunity for intensive work in all aspects of broadcast news performance. It is designed especially for students preparing for on-air careers in the field of broadcasting. The course includes extensive critique of broadcast news professionals, instruction in the use of technology used in radio and television news performance, and practice and coaching in radio and television news performance. Special emphasis is placed on reporter narration, anchoring, and delivering the live report.

JRN 214 Radio News Lab 3 Cr.

This course gives students the opportunity to apply their radio news skills in the "real world" as a member of the WHSN news team. The student becomes a working reporter, gathering, writing, and reporting news for broadcast. Students conduct interviews, attend press conferences, and develop contacts in the local community, and may find themselves working alongside broadcast news professionals in the local market.

Prerequisites: JRN 115

JRN 217 TV News Writing & Reporting 3 Cr.

The knowledge and skills gained in JRN 114 and JRN 115 are applied in this course as students engage in hands-on television news gathering and reporting. Students will learn to report, shoot, write, and edit television news and sports stories, using digital cameras and editing software, and the Associated Press Electronic News Production System (ENPS). Emphasis is on reporting, writing, production, and performance (including package narration, standups, and live shots). Outstanding stories may be submitted to NESCom's weekly/bi-weekly, student-produced, TV newscast—NESCom Connection.

Prerequisite: JRN 115, VID 100

JRN 223 Reporting and Writing for Print 3 Cr.

This course offers in-depth practice in writing for newspapers and magazines with emphasis on news judgment, solid research, accuracy, and writing style. Students weave the practical and conceptual elements of journalism together by writing news stories and features that pertain to current events of significant public interest. Assignments for this course are done both in the classroom and in the greater Bangor community.

Prerequisite: JRN 114

JRN 227 Sports Journalism II 3 Cr.

This course is a continuation of JRN 127. Students expand their sports knowledge and sports reporting skills in preparation for more advanced work in play-by-play, sportscast production, and sports information courses. The course includes intensive critique of the work of current professional sportscasters. Students may be assigned to assist with preparation for and broadcast of Husson University sporting events. Proper methods of courtside and in-studio interviewing will be taught.

Prerequisite: JRN 127

JRN 235 Web Reporting 3 Cr.

This is primarily a writing course in which students learn to write for the web. Assignments require students to produce well-researched packages that include photos, videos, audio, and other mixed media that are available to online journalists. Students participate in creation of an online webzine and participate in creating content to post on it. The course also introduces students to blogging, and requires students to post weekly blogs online.

Prerequisite: JRN 114

JRN 240 Feature Writing 3 Cr.

Building on the reporting and writing skills developed in JRN 223 and JRN 235, this course offers students practical instruction and editorial guidance in writing publishable feature pieces for magazines and newspapers. Students are expected to write high quality, well-documented articles that demonstrate a mastery of attribution, organization, style, and other basic journalism skills. Students are encouraged to learn the effective use of dialogue and narrative techniques, including vivid description and detail. Students also develop techniques to involve the reader emotionally through human interest including drama, pathos, empathy, humor, and curiosity.

Prerequisites: JRN 223, JRN 235

JRN 255 Sports Play-by-Play 3 Cr.

This course pulls together the knowledge and skills students have acquired in basic journalism courses, and JRN 127 and 227, to focus specifically on the sports play-by-play and color function in sportscasting. Students will learn how to prepare for a game and then do the broadcast on both radio and television.

Prerequisite: JRN 227

JRN 314 Cross-Cultural Reporting 3 Cr.

This course explores issues facing U.S. news media as they struggle to understand an increasingly diverse society. It includes a historical overview of how media portray images and construct messages related to ethnicity, race, gender, class, and sexual orientation, and examines obstacles facing journalists' efforts to improve coverage and newsroom representation. Writing assignments help students prepare to do cross-cultural reporting with sensitivity and accuracy.

JRN 317 TV News Feature Reporting 3 Cr.

This advanced course focuses on creating news features for either same day broadcast or under an extended deadline with an emphasis on working as a backpack journalist. At least half the semester is academic as students analyze professional works and reading assignments. During the second half, students will shoot their own stories. Emphasis will be placed on writing, natural sound gathering and writing techniques, interviewing, editing, story preparation, shooting stand-ups and self-critique. One week will be devoted to sports features.

Prerequisite: JRN 217

JRN 324 Editorial/Column Writing 3 Cr.

This course gives students a chance to hone their skills in critical, interpretive, and opinion writing for newspapers and other media. Students will be assigned to write in several forms, including editorials, reviews, columns, and letters. In addition to developing skill in persuasive writing, this class is intended to further hone students' ability to think critically and logically.

Prerequisite: JRN 223

JRN 327 Advanced Sports Techniques 3 Cr.

In this course, sports journalism students are given extensive opportunities to develop their skills in shooting video for sports, including B-roll and interview material. Students develop skills in editing sports video, writing scripts, and doing sports reporting. By the end of this course, students will have the ability to do quality play-by-play work, and be able to shoot, edit, write, and produce a five- to seven-minute sportscast.

Prerequisites: JRN 217, JRN 227, JRN 255

JRN 328 Sports Information 3 Cr.

Sports Information is an advanced sports journalism course that introduces students to the sports information function and provides extensive practice in sports information work. Topics covered include: writing a sports news release, creating game notes and stats, the function of media passes, scheduling and conducting news conferences, and handling crisis situations. Students get up close and personal to sports information work at the high school, college, and professional levels.

Prerequisite: JRN 227

JRN 347 Photojournalism 3 Cr.

This introductory course in photojournalism and editorial photography will explore the use of the photographic image in narrative, documentary, and editorial form for newspapers, magazines, and internet. Students will be required to photograph on a weekly basis according to industry standards. Assignments will include: sport news, general news, features, sports, editorial portraits, and photo story. Aspects of journalism such as story ideas, research, and picture editing will be addressed. Students will be required to write captions and essays for a majority of photojournalism assignments, and will be required to place their images into pre-designed layouts for editorial assignments. Legal and ethical issues of photojournalism will be explored, along with visual on-location problem solving skills.

Prerequisite: PHO 245 & JRN 223 or MCC 218

JRN 360 Reporting and Producing TV News 3 Cr.

In this course, students apply the reporting skills they've developed in JRN 115 and JRN 217 to report and produce news for television. Students work cooperatively with students in VID 239 and VID 325 classes to report, write, and produce television news packages and ultimately produce an entire newscast, including sports, features, and interviews. Major emphasis is on reporting skills, writing, package and newscast production, and performance. The cooperative dimension of the course helps students understand the critical importance of communicating with colleagues, photographers/editors, directors, and studio crew in creating and presenting television news.

Prerequisites: JRN 115, JRN 217

JRN 437 Producing and Hosting a Sports Show 3 Cr.

This course pulls together all of the knowledge and skills students have developed in lower level courses and allows them to produce and host a weekly 15 to 30 minute sports show, featuring local, regional, and national sports teams and action. Students produce sports shows for radio and television, and possibly for the web. This is essentially a capstone experience for students in sports journalism, giving them a chance to hone their reporting, writing, and performance skills to create a show that looks and sound good on their audition reel.

Prerequisites: JRN 227, JRN 360

JRN 438 Producing and Hosting a Public Affairs Show 3 Cr.

Essentially a capstone experience for students in the broadcast journalism concentration, this course draws on the reporting, writing, interviewing, and producing skills students have developed in lower level courses, to produce

long-form public affairs programs for radio and television, and for airing online, on WHSN Radio, and on the NESCom Broadcast Network.

Prerequisite: JRN 360

JRN 439 Magazine Workshop — 3 Cr.

In this course, students in the print/web journalism concentration have the opportunity to create, design, report, write, and publish an original, non-fiction, online magazine. This is, essentially, the capstone experience for print/web students, requiring them to exercise advanced skills to produce a publication that clearly demonstrates the knowledge, skills, and abilities they have developed in their time at NESCom.

Prerequisite: JRN 217, JRN 223, JRN 235

LS 111 Spanish I* — 3 Cr.

In this course, the student is introduced to modern Spanish, America's second spoken language. Using a combination of interactive media, web-based experiences, cultural presentations and intensive class dialog, learners assimilate the fundamentals of the *la idioma* by speaking, reading, and listening.

MAT 111 Algebra — 3 Cr.

The goal of this course is to build a solid foundation in algebraic methods and techniques to serve as a basis for further study. Directed toward students having minimal prior training in mathematics, the course of study begins with basic principles and progresses through the study of quadratic equations, graphing and the solution of systems of linear equations. Although designed for the beginning student, this course may also serve as a terminal course for those students desiring mainly to increase their confidence and proficiency in applying basic algebraic problem-solving concepts and techniques.

MAT 132 Introduction to Probability and Statistics — 3 Cr.

This course is an introduction to the theory and application of probability and statistical analysis. Both descriptive and inferential techniques are studied with emphasis placed on statistical sampling and hypothesis testing. Also considered are linear regression, contingency table analysis, and decision-making under uncertainty.

Prerequisite: MAT 111

MI 331 Networking* — 3 Cr.

This course covers the different types of networking topologies: client-server, peer-to-peer, and network administration. Practical aspects include setting up a network, hardware maintenance, and hands-on experience.

MCC 116 Intro to Public Relations — 3 Cr.

Students tackle the fundamental principles and techniques of public relations and related communication tools. This course looks at current public relations practices and problems, types of communication, and communication strategies. Students learn how to organize thoughts and disseminate material to the appropriate channels.

MCC 216 Advertising I — 3 Cr.

This course introduces advertising elements, concepts, and language that contribute to effective campaigns. Students learn structural and behavioral components of the advertising process including research, media, copy, and design. Produce and edit material while learning how to evaluate and design an advertising campaign through research and planning.

MCC 221 Principles of Marketing — 3 Cr.

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing. In addition, special attention is given to students marketing themselves as a product with an emphasis on concise delivery both orally and written.

MCC 245 Graphic Design for Print 3 Cr.

The skillful combining of images and text in designing for print is the core focus of this course. Topics in typography, image, space, color, and balance are integrated as projects are created. It is a working studio class and through demonstrations and hands-on work, students learn to solve visual problems using the industry standard software essential to graphic design professionals today.

Prerequisite: COM 121

MCC 316 Advertising II 3 Cr.

Advertising II is an in-depth exploration of all the structures and functions used in advertising. From advertising planning and strategy to creative development, this course allows students to construct campaigns from research to implementation for area nonprofits and small businesses. Advertising II covers subjects such as planning and strategy, account planning and research, media planning and buying, print media, broadcast and interactive online media, internet media, broadcast and interactive media strategy, creative advertising, copywriting design and production, direct-response marketing, sales promotion, retail and business-to-business advertising, and international advertising.

Prerequisites: MCC 221, MCC 216

MCC 317 Public Relations Techniques 3 Cr.

This course is designed to apply the fundamental principles of public relations. Through case studies and application, students have an understanding of how to develop and implement public relations campaigns. Emphasis is on the application of the four-step process in solving public relations problems. The student is able to execute simple public relations research, develop a basic public relations plan, implement components of that plan, and evaluate the results. A variety of facets in the field are explored including ethics and legal considerations, measurements and assessment methods, media relations, news conferences, special event planning, and crisis communication.

Prerequisite: MCC 116, MCC 245

MCC 321 Social Media Marketing 3 Cr.

This social media course is highly interactive in learning the tools of social media, how to understand and establish your online profile, and ways to connect with others to market yourself and a business. Learning to effectively use the right tools can help students achieve the right goals and sifting through the vast array of these tools is imperative to managing an online profile and marketing presence. Successfully completing this course will require learning and using podcasts, chats, forums, wikis, comment areas, twitter, picasa productively and being an active member of the online community.

Prerequisite: MCC 221

MCC 328 Digital Illustration for Design 3 Cr.

Learn to create original illustrations using Illustrator and Photoshop software, a graphic designer's most powerful tool. This course goes beyond the basics and explores creative 2D image-making techniques usable for a variety of mediums. Drawing tools, image and type manipulation, brushes, patterns, and effects will all be implemented in producing high-impact images for commercial as well as expressive applications.

Prerequisite: MCC 245

MCC 335 Graphic Design for Print II 3 Cr.

Graphic Design for Print II continues the study of design principles presented in MCC 245. An emphasis is placed on advanced visual problem solving from concept development to final presentation. Through a series of hands-on projects, this course is geared towards being able to take the skills acquired and use them in a variety of settings. Projects for external clients along with those assigned by the instructor will ultimately lead to several professional pieces designed for portfolio use.

Prerequisite: MCC 245

MCC 338 Communication Research Methods 3 Cr.

An overview of qualitative and quantitative methodologies of mass communication research, with emphasis on the research process, concepts and issues of research design, and methods of data collection. Topics introduced

include measurement, sampling, focus groups, interviewing, survey and experimental design, and data analysis. Students design, interpret, and evaluate research instruments and reports for area non-profit organizations.

Prerequisite: MAT 132

MCC 418 Marketing Communications Campaigns 3 Cr.

This capstone course employs marketing communications skills learned in previous classes to produce work for a non-profit client in a simulated agency setting. Student vision, plans, and execution benefit the clients and showcases marketing communications knowledge. Students are encouraged to use their professional experience and aspirations as well as their personal interests to design and guide their work in the class. Emphasis is on communication skill development, conceptual understanding, and production of media including news releases, public service announcements, brochures, fliers etc. Students conclude the class with a portfolio of quality materials that may be put to use by clients.

Prerequisite: MCC 317, MCC 335, MCC 338

PHI 201 Introduction to Philosophy 3 Cr.

This course is designed to confront students with perennial human questions about existence, meaning, knowledge, conduct and value and to acquaint them with selected perspectives on these questions provided by the Western philosophical tradition. Problems in the contemporary world will provide starting points for the exploration of a multitude of philosophical theories as espoused by a wide range of philosophers, past and present.

PHI 205 Philosophy and Pop Culture 3 Cr.

This course will be examining the philosophical influences on pop culture including the works of Plato, Aristotle, Nietzsche, Kant, and others. Relying on major philosophical resources such as the writings of Jean Paul Satre, David Hume, and Thomas Hobbes, students will look at the impact of the great philosophers on today's books, music, television, and movies.

PHO 245 Digital Photography I 3 Cr.

This course introduces photography theory and practice. Through lecture and hands on labs, students are given the basic understanding of how to operate a still SLR digital camera. Learn from the beginning, the terminology, camera operation techniques, and the importance of good composition, lens selection, flash, and natural lighting. Basic image manipulation using Photoshop and printmaking will also be covered in this course.

Prerequisite: COM 121

PHO 345 Digital Photography II 3 Cr.

This intermediate level photography class will allow students to use and apply everything they have learned in PHO 245. Through lecture and hands-on labs, students will learn about raw acquisition, picture style settings, handheld light meters, strobes, wireless triggers, types of lights, and lighting set-ups. Styles of photography to be covered will be photojournalism, sports, portrait, and commercial. Intermediate image manipulation using Photoshop and printmaking will also be covered in this course.

*Prerequisite: PHO 245^*

PSY 111 General Psychology 3 Cr.

This course is an introduction to the scientific study of the entire field of psychology. It involves the study of basic patterns of behavior including motivation, perception, learning, emotions, the physiological basis of behavior, human growth and development, personality theory and measurement, and abnormal and deviant behavior.

RAD 102 Station Operations 3 Cr.

This is a practical course introducing the student to the operation of radio equipment. Projects are designed to provide students with beginner level skill in the operation of audio consoles, microphones, computers and editing.

RAD 202 Advanced Radio Applications 3 Cr.

In this course, students expand upon the skills learned in Station Operations I by adding automation, voice tracking, emergency alert system equipment, transmitters, and remote broadcast equipment. Federal

Communications Commission (FCC) technical requirements are also covered. Coursework is closely related to the campus radio station, WHSN-FM, including early preparation to be an on-air operator.

Prerequisite: RAD 102

RAD 231 Radio Performance 3 Cr.

This class introduces students to proper diction and use of the human voice as a delivery instrument for broadcast production. They learn to deliver material in a variety of styles suited to the material and receive critical feedback on their performance. Students utilize skills mastered in Station Operations to write and produce short form production pieces including station promos, commercial advertisements, news and sports reports for web, entertainment features, and public affairs programs. Students will be required to staff regular on-air positions on WHSN-FM.

Prerequisite: RAD 202

RAD 324 Promotions 3 Cr.

Consumers evaluate brands through human personality traits. Students will be introduced to the skills needed to project a consistent brand to associate with their station, its programs and its personalities. They will learn to create marketing materials that will retain a consistent brand across multiple delivery platforms and the skills necessary to track results as well as listener perception. Students will also learn to create and execute successful radio promotions, both in station and at remote broadcasts in the community.

Prerequisite: RAD 231

RAD 341 Radio Program Producing 3 Cr.

This is an advanced course that teaches the unique skills necessary to successfully produce talk, news, sports, and music programs. From the "basics" of board operation and screening calls to booking guests and using archival software programs, all of the elements come together as students produce programs for broadcast on WHSN-FM.

Prerequisite: RAD 231

RAD 345 Producing/Hosting Public Affairs Show for Radio 3 Cr.

In the broadcast industry, public affairs programming focuses on issues of politics and public policy. In this class, students will prepare radio reports on public affairs issues including covering a municipal meeting, an environmental issues, and profiling a local non-profit organization. Students will work to improve skills in interviewing, field production, news writing, and radio studio production. The class will also analyze long form public affairs radio and television shows in preparation for the final project, a 15-minute broadcast quality public affairs program to be aired on WHSN-FM.

Prerequisite: JRN 114, JRN 115, & RAD 231 or JRN 214

RAD 432 Radio Station Management 3 Cr.

This course is designed to provide academic credit as well as practical experience in performing radio station management duties including positions such as operations manager, program director, news director, music director, traffic manager, and sports director at WHSN-FM. Application of good leadership and management techniques is expected. Through readings and discussion, the role of "manager" and his/her relationship to employers and employees is made clear. These competitive positions are selected by the department head and station manager.

Prerequisite: RAD 341, By permission

SC 101 Introduction to Nutrition* 3 Cr.

This course serves as an introduction to nutritional concepts and to the interconnections of health, nutrition, weight, and physical activity. This course is particularly appropriate for students with no science background.

SC 150 Astronomy of the Solar System* 3 Cr.

This is an introductory course that describes, develops, and creates physical models for many of the observable astronomical events in the sky. The topics may include motion in the night sky, the solar system, light, stars, star groups, the origin of the universe, life in the universe, and UFOs.

SCI 235 Environmental Science 3 Cr.

This course is a broad survey of the major concepts in environmental science. In addition to covering basic ecological principles, this course also examines more focused topics like biodiversity, natural resource management, and pollution control. Integral to each unit of study is the concept of sustainability and the importance of finding long-term solutions to environmental issues.

SCI 250 Physics 3 Cr.

This course explores fundamental quantitative and qualitative principles to provide an understanding of theoretical and practical aspects of general physics. An algebra-based course, topics include measurement, kinematics, Newton's Laws, energy, waves, sound, electricity, magnetism, electronics, optics, EM waves, and the full spectrum. The ability to make order of magnitude calculations is emphasized in this course along with using Fermi-type solutions and estimation in the scientific analysis of contemporary issues.

Prerequisite: MAT 111

SM 303 Sports in Society* 3 Cr.

This course provides an in-depth study of sport in society. Subjects covered include gender equity, deviance and aggression, race and culture, economics and social class, and the role of the media.

SOA 111 Music Structure and Style for Audio 3 Cr.

This course broadens understanding of various musical genres and their typical forms, stylistic components, and instrumentation. Through regular music listening and analysis, students increase vocabulary and understanding, thus improving communication in professional music environments. Emphasis is made on critical listening skills that highlight the recording and mixing techniques common in music production.

SOA 215 Music Theory 3 Cr.

This course is designed primarily for Audio Engineering students to provide a better understanding of the basic ideas and principles of the structure of music, ear training exercises to develop music recognition skills, and chord structure and progressions leading to simple composition.

SOA 250 Intro to Live Sound 3 Cr.

This course introduces the concepts and practices of live sound engineering. In the lab, students learn analog console functionality and how to properly set up a system for a live event. In the lecture, students receive a survey of live sound essentials, including console operation and gain structure, microphone usage, electrical fundamentals, monitor engineering, and the basics of system design.

*Prerequisite: AET 110^*

SOA 312 Business of Music 3 Cr.

Business of Music surveys the changing landscape of the modern music industry. The course investigates the business organizations involved in the record and concert industries such as record labels, production companies, radio stations, recording studios, concert venues, and independent engineers and producers. Various topics outline paths of revenue, career options, recording contracts, and copyright issues. Special attention is made toward developing business skills critical for success in this highly competitive field.

SOA 350 Live Sound II 3 Cr.

Live II continues to build sound reinforcement knowledge and skills through study and hands on experience. Lecture and lab topics include microphones, monitor engineering, wireless audio technologies, and live sound for musical theater. Extensive participation in performance events is required, including concerts, video productions, sporting events, and variety shows.

*Prerequisite: SOA 250^*

SOA 352 Sound Reinforcement and Speaker Systems 3 Cr.

This course focuses upon sound system design and optimization. Processing, amplifiers, loudspeakers, and system analysis tools are all investigated in detail. Special attention is paid to system optimization, including impedance, phase, and coverage concerns. System design projects, audio ear training, and involvement in concert events are

also assigned.

*Prerequisite: SOA 360^*

SOA 360 Live Sound III — 3 Cr.

Expanding on the essentials introduced in earlier courses, Live III investigates the complicated technical concepts behind sound system design and operation. Electrical fundamentals, including Ohm's Law, impedance issues, power distribution, grounding, and cabling, are introduced in practical manner, laying the groundwork for later courses such as SOA 352 and SOA 366. Also introduced are the principles of networking, preparing students for the live audio industry of the future. Other activities include weekly ear training and continued involvement in NESCom Live Sound events.

*Prerequisite: SOA 350^*

SOA 366 Stage Wiring & Electronic Troubleshooting — 3 Cr.

This course introduces the various technologies found in a live concert, theatrical performance, or broadcast event. Topics include workplace safety, troubleshooting, electricity, frequency considerations in wiring, Ohm's law, ground loops, and intercoms. Projects include soldering, cable construction, and building at least one electronic test equipment project.

*Prerequisite: SOA 360^ or AET 310^ and AET 320^*

SOA 402 Digital Audio for Live Sound — 3 Cr.

In this course students receive hands-on training on multiple sound reinforcement consoles. A survey of broadcast mixing fundamentals is also included, as well as required participation in multiple events as a mix, monitor, broadcast, or recording engineer.

*Prerequisites: SOA 360^ and AET 213^*

SOA 418 Live Performance Production — 3 Cr.

As the capstone Live Sound course, Live Performance Production puts graduating students' knowledge to test. Functioning as event leads, students individually advance and manage multiple NESCom events. Development of professional skills is central to the course, including personal organization, time management, interpersonal communication, and troubleshooting. Students also perform weekly shop hours to maintain department equipment and function as system techs at various events.

*Prerequisite: SOA 420^*

SOA 420 Live Sound Mixing — 3 Cr.

Live Sound Mixing focuses on the duties of the front of house engineer, including advancing a show, system calibration, and mixing. Topics include transducer selection, design of event-appropriate systems, advanced monitor engineering, and system optimization. Focusing on both show flow and technique, students mix pre-recorded material in weekly labs. Stress is placed on aesthetics issues such as loudness, mix musicality, and stylistic appropriateness. Other course activities include reading and writing assignments, advanced ear training, an introduction to event management, and participation in NESCom events as the principle mix engineer.

Prerequisite: SOA 352^, SOA 402^, senior standing

SOC 201 Principles of Sociology — 3 Cr.

This course is an introduction to the study of society and the interaction of individuals within society. Topics studied include basic sociological theory and concepts, socialization, cultures, institutions, patterns of social structure, and social change. Some emphasis is placed on cultural relativity in modern society and the implications of cultural differences for business.

VID 100 Intro to Video Production — 3 Cr.

This course introduces students to the world of video and digital filmmaking. The way we receive and consume our information and communicate changes each day as the world becomes more integrated. Video is leading this movement and Intro to Video Production will be the beginning of understanding this powerful medium and how you can control and use it. Students receive the basic skills needed to create high end, broadcast quality video, including shooting, non-linear editing, gathering professional audio, continuity, composition, and understanding how the workflow is managed.

VID 105 Video Production I — 3 Cr.

The goal of this course is to start building a solid foundation of information and skill level for a student interested in video production and digital filmmaking. Having either learned some of the basic proficiencies through Intro to Video Production or from a secondary educational institution, Video Production I delves further into camera operations and non-linear editing. Students also start to focus on the concept of crafting quality images through the use of light and how to "motivate" video in the editing process. The students are expected to perform a number of practical exams, demonstrating a base knowledge of overall techniques, skills, and terminology used by industry professionals.

Prerequisite: VID 100^ or previous experience

VID 115 The Design of Cinema — 3 Cr.

This course examines the many decisions that go into designing a film. Students will investigate the different styles and use of graphic elements, editing, sound, lighting, camera movement and how they construct the overall cinematic *mise en scene*. Critical analysis of the *mise en scene* is undertaken using many different genres of film as the subject. Different multi-cultural films spanning the range of realism to formalism will be explored using in-class screenings and examples. A survey of the evolution of filmmaking will be examined by tracing the history from its origins to present day.

Prerequisite: ENG 111

VID 135 Scriptwriting — 3 Cr.

Every great project starts with a concept and every concept has to be molded into a great script. This course will start at the beginning of story development to examine the classical narrative paradigm used in the majority of both independent and Hollywood filmmaking. There is a strong focus on standardized script formatting, story structure, character development, story arcs, and scene analysis. Students will use industry standard software to cultivate an original concept that they design throughout the stages of story development into a finished screenplay that a production team could then schedule, budget, shoot, and edit a completed film.

VID 141 Graphic Design for Video — 3 Cr.

This course is designed to instruct students in how to generate images that are aesthetically pleasing and interesting to the viewing eye. Students learn what colors work best for creating stunning graphics for their video projects. The class also focuses on screen layout and design, using both Adobe Photoshop and Illustrator to work in today's versatile multi-platform environment. Students gain an in-depth knowledge of the tools these programs have and the process of designing with them.

Prerequisite: COM 121

VID 205 Video Production II — 3 Cr.

This course takes the foundation that you started building in Video I and adds a lot of powerful tools to it. You will begin to use dollies, jibs, and a Steadicam to take your video gathering to a new and exciting level. You will also go further into the editing process and start to learn how to build a complete story out of your images. Students will learn more about using lights to design your shots and motivate your characters and will work on many challenging projects as you start to enhance your skill sets. Whether creating for the Internet, an iPod, a Blu-Ray presentation, or for a broadcast facility, learning what to gather and how to use it is essential for making your mark on the industry.

*Prerequisite: VID 105^*

VID 211 Audio for Video — 3 Cr.

This course is designed to instruct video students in proper audio gathering and mixing techniques in the field, studio, and large remote production venues. Students gain practical knowledge managing the many audio gathering tools used throughout the industry. From mixing high definition 5.1 surround sound post projects, to monitoring live sporting events, students acquire in-depth experience using a variety of microphones and recording devices. Students also learn when and where to apply audio filters in a non-linear editing environment.

*Prerequisite: VID 105^*

VID 224 TV Studio/Remote Production I — 3 Cr.

In this course, taught through lecture and hands-on experience, students learn how to organize and execute live productions inside the television studio and with NESCom's 32-foot digital Remote Production Unit, integrating the principles of content pre-planning and technical workflow to allow for a cohesive product from many different individuals. With a heavy focus on technical skills, this class teaches teamwork and communication in a live environment. This avenue of video distribution offers challenges and rewards that no other can, whether students are in the field televising a football game or behind the switcher for a newscast, anything can happen, and our students are ready for it.

*Prerequisite: VID 105^*

VID 234 Advanced Lighting for Digital Filmmaking — 3 Cr.

This course is designed to closely examine the characteristics of light and how it can be used to enhance every aspect of digital filmmaking acquisition. Using a wide array of industry standard fixtures, students learn techniques that will allow them to transform the two-dimensional world of video and present it as a rich textured image, ideal for today's high definition experience. This intense project-based course challenges students to apply critical viewing talents as they further develop the necessary skills required to enter the world of digital filmmaking.

*Prerequisite: VID 205^*

VID 236 The Camera in Motion — 3 Cr.

Having set a foundation of solid production skills in the first few video based courses, students are now ready to go one step further and put their camera into motion. Much of the work done up until now has been based on compositing non-moving shots. That changes as VID 236 introduces all of the industry standard tools for moving your camera, characters, and action through a scene. Students will learn how to operate dolly systems, StediCams, jib/cranes, slider systems, and more importantly, you will learn why you use them in your production work. Students' cinematography will have a new sense of professionalism as the camera comes alive in this platforms-based course.

*Prerequisite: VID 205^, VID 211^*

VID 243 Video Compositing & Motion Graphics — 3 Cr.

In today's world of video production, every aspect of consumption has grown to include motion graphics and composited elements. This course provides an overview of current software programs used to create these motion graphics for various digital media productions. Students learn the skills to composite video and still graphics in After Effects and Cinema 4D, using color, space, keyframes, and design in this project-based course that guides them towards creative awareness of animated graphic presentations in a 2D and 3D world.

*Prerequisite: VID 105^, VID 141^*

VID 248 Filmmaking Pre-production — 3 Cr.

Understanding the process of producing your project is essential, and all the tasks a producer can be expected to perform will be covered in this course. From location surveying, scriptwriting, and analysis, storyboarding, camera charts, budgeting, and client communication skills that are needed to format planning and media organization, you will learn how to make sure that your productions go as planned, and that you get the most from yourself and your crew. The course will look at a range of issues that effect the independent producer, including studio affiliation, independent financing, and project proposals.

*Prerequisite: VID 135^*

VID 312 Digital Cinematography — 3 Cr.

Through various exercises, students learn how digital cinematography techniques are utilized in current film and television productions across an array of differing cameras. Students will explore and evaluate digital image capture from an artistic as well as technical standpoint, and learn to implement various image capture techniques to meet a variety of differing situations. Topics range from determining exposure latitude, lens selection, camera selection, lighting choices, and lighting styles.

*Prerequisite: VID 234^, VID 248^*

VID 322 Advanced Editing for Digital Filmmaking — 3 Cr.

This course instructs students in the art of integrating video, graphics, and music into one final seamless product. They learn about the complex world of codecs, formats, file structure, and distribution. The class covers how to ingest, incorporate content, and tie it together so that a cohesive product can be exported for a variety of multimedia platforms. Color correction, motion graphics, and advanced filtering are just a few of the skills used to compliment the video that is gathered. This course has high expectations and challenges students to perform at an elevated level through the creative use of industry standard tools.

*Prerequisites: VID 211^, VID 234^, VID 243^*

VID 325 TV Studio/Remote Production II — 6 Cr.

The skills acquired in VID 224 lay the foundation for this challenging course. Students focus on all aspects of managing live remote productions, distributed to a variety of broadcast and web venues. Mastering system integration and crew management allows students opportunities usually reserved for seasoned professionals. Producing live events with industry standard equipment such as Grass Valley Switchers and EVS (Elvis) replay systems, successful students are prepared to enter the world of professional remote productions. NESCom's strategic partnerships with industry broadcasters allow students to gain valuable on-air experience and form beneficial contacts. This demanding course requires strong interpersonal skills and a significant time commitment.

*Prerequisites: VID 224^, VID 322^*

VID 339 Electronic News Gathering (ENG) — 3 Cr.

It's 5 a.m., and your tripod is a mile behind you as you wade through a stream to get the best possible angle for your feature, all the while making sure the audio and light are as good as they can possibly be…welcome to the world of the photojournalist. In this exciting career you could go anywhere in the world and meet anyone, as long as they have a tale to tell, you will be asked to convey it! Whether shooting for a news broadcast or for a newsmagazine show, you have to learn to produce at a high level, and meet deadlines. ENG expects students to take out equipment every week as they are assigned to stories around campus and the surrounding communities. Students further hone their skills in shooting professional video, lighting various locations, and sharpening interviewing skills.

*Prerequisite: VID 205^*

VID 342 Video Compositing and Motion Graphics II — 3 Cr.

It is nearly impossible to watch modern television or films and not see graphical information and digital effects on the screen. This course is designed to enable students to composite footage shot with a video camera with assets created in a 3D modeler or 2D graphics program. Techniques of motion tracking, rotoscoping, advanced virtual camera movement, and photogrammetry will be taught so that students will be able to create realistic composites and special effects. The finer details of more familiar programs such as Photoshop and After Effects will be expanded upon and Maxon's Cinema 4D will be introduced. The goal of this course is to take previously learned techniques for creating news graphics and expand that skillset for use in digital filmmaking.

*Prerequisite: VID 105^, VID 141^, and VID 243^*

VID 352 Narrative Directing — 3 Cr.

In productions, the director wears many hats and is ultimately responsible for the finished product. Imagine being expected to adapt a written manuscript into a visual form, controlling the actors and setting the scene from shot-to-shot. Directing the crewmembers and keeping the flow of the story consistent through numerous takes is a lot of work, but if it is your goal to sit in that chair and control the set, this course will start you thinking about all of the things that will be expected of you.

*Prerequisite: VID 312^*

VID 423 Advanced Post Production — 3 Cr.

With all the pieces laid out for students in prior classes, this is the one that finally puts it all together. Advanced Post Production is a finishing class, designed to take all of the skill sets that you have learned, and merge them into a final project. Focusing on color correction, processing, and ultimately distribution, you will learn how to properly complete your work and be given the chance to create what could be the defining piece for your resume. You will collaborate with your classmates and use all of the resources that NESCom has to offer, but be prepared because there is a lot of work involved and the expectations will be very high.

*Prerequisite: VID 248^*

VID 441 Video Workshop 3 Cr.

Workshop is the culmination of the journey through the video production track. The class assists the instructor in selecting a long format project for a client that will interest and challenge the group, and then spends the semester creating a finished product that is of broadcast quality. Prior semesters' work has been distributed nationally for educational purposes for major agencies. Due to the nature of this course, the expectations of students as ambassadors of the entire school will be extremely high. Students produce, script, shoot, and edit all aspects of this project and then assist in the mass production and distribution. This course ultimately prepares students to jump into the work force ahead of the competition, and is taken by permission only from the Department Head and Curriculum Coordinator.

By permission only

WEB 201 WebMedia Imaging 3 Cr.

Through a series of hands-on projects, this course covers the design, layout, color theory, print vs. web, Raster vs. Vector of graphics for the web, utilizing Photoshop and Fireworks. During the course, the student gains the necessary skills to produce high-quality, professional level web layouts, work with layers, make selections, incorporate color techniques and adjust colors, use paint tools, place type in an image and create graphics for the web.

Prerequisite: COM 121

WEB 202 Web Design for Non-Majors 3 Cr.

This course explores many aspects of web design including graphic design, content development, web development, and usability from a non-technical perspective creating a basic foundation of web skills useful in any profession.

Prerequisite: COM 121

WEB 207 Web Design I 3 Cr.

This course is an introductory course offering students the experience of planning, designing, developing, and deploying a basic website using the latest tools and methods available. Additionally, students learn key concepts regarding the structure and workings of the Internet. This course lays the necessary foundation for subsequent courses in Web Design/Development using instruction on Internet fundamentals, HTML, CSS, scripting, graphic creation, and basic page layout and interface design.

Prerequisite: COM 121

WEB 209 Web Design II 3 Cr.

This is an intermediate course offering the student the experience of planning, designing, developing, and deploying professional websites using the latest tools and methods available to the professional web designer/developer. Expanding on Web Design I, this course explores in more detail what constitutes a functional user interface as well as making it visually appealing. Additional technology topics include PHP, jQuery, and advanced CSS.

Prerequisite: WEB 207

WEB 210 Search Engine Marketing 3 Cr.

Search Engine Marketing provides students with a fundamental understanding of website promotion from both the marketing and technical perspectives. In addition to learning web analytics students will understand how search engines work and rank, and learn all aspects of search engine optimization. This course will also explore the future of search and the semantic web.

Prerequisite: COM 121

WEB 221 Usability and Graphical User Interface 3 Cr

Usability and Graphical User Interface explores a range of topics including principals of usability, understanding and gathering business requirements, designing for user, information architecture, and evaluation and testing.

Prerequisite: WEB 207

WEB 231 Scripting for the Web — 3 Cr

Scripting for the Web introduces students to various methods for scripting functionality into web design and development projects. Topics will cover both client and server scripting methods including JavaScript and PHP as well as leveraging other technologies such as Ajax.

Prerequisite: WEB 207

WEB 261 Web Applications I — 3 Cr.

Web Applications I is an intermediate course offering the student the experience of planning, designing, developing, and deploying professional rich Internet applications on the LAMP platform (Linux, Apache, MySQL, and PHP).

Prerequisite: WEB 231

WEB 271 Web Applications II — 3 Cr.

Web Applications II is an intermediate course offering the student the experience of planning, designing, developing, and deploying professional rich Internet applications utilizing existing development frameworks such as CakePHP, Ruby on Rails, and Zend.

Prerequisite: WEB 261

WEB 305 Web Design III — 3 Cr.

Web Design III is an advanced course offering the student the experience of planning, designing, developing and deploying professional websites using the latest tools and methods available to the professional web designer/developer. In addition to expanding upon topics covered in Web Design II, the course will explore emerging topics in the field of web design and development. Students will have the opportunity to bring together all of the skills learned in their WebMedia studies to create several major website projects over the course of the semester.

Prerequisite: WEB 209

WEB 307 Web Development I — 3 Cr.

This course expands on the topics introduced in the Web Design courses and focuses on JavaScript and PHP. Students learn to architect efficient, easily managed websites utilizing a variety of client-side and server-side technologies. This course lays the foundation for creating web architectures that integrate with databases.

Prerequisite: WEB 209

WEB 309 Web Development II — 3 Cr.

Building upon the foundation of Web Development I, this course introduces database concepts for delivering dynamic content on the web. Students learn essential database concepts and to build several simple data-driven web applications. The primary tools used in the construction of these solutions are PHP and MySQL.

Prerequisite: WEB 307

WEB 311 Interactive Web Design I — 3 Cr.

This course introduces students to the basics of working in Flash, the premier tool for building web-based animation, interaction, and applications. Action Script (Flash's internal scripting language) will be introduced in addition to several animation techniques. Learn how to construct logical navigation schemes and incorporate sound into their creations. A basic knowledge of the web is helpful.

Prerequisite: COM 121

WEB 331 Web Applications III — 3 Cr.

Web Applications III is an advanced course offering the student the experience of planning, designing, developing and deploying professional rich Internet applications on the LAMP platform (Linux, Apache, MySQL, and PHP). Students will have the opportunity to bring together all of the skills learned in their WebMedia studies to create a major website project over the course of the semester.

Prerequisite: WEB 271

WEB 357 3D Animation 3 Cr.

Students in 3D Animation learn industry standard software being used today to create video games, television shows and major motion pictures around the world. Blender allows for the design and rendering of high end imagery, whether it is integrated with live action video or used as stand alone animation. Using the basic skills of three-dimensional work - modeling, layout and animation - students create vivid atmospheres and physically simulate models through these environments. Animation is no longer just an art form; it is a business and a skill that will open doors for graduates.

Prerequisites: WEB 311

WEB 405 Mobile Application Development 3 Cr.

Mobile Application Development is an advanced course that focuses upon the development and delivery of applications for mobile platforms including Apple iOS and Google Android devices.

Prerequisites: WEB 231, WEB 261

WEB 410 e-Commerce Development 3 Cr.

e-Commerce Development is an advanced course that focuses upon the development of web applications that are specifically designed for transacting business online. Topics will span all aspects of web commerce including usability, security, payment gateway APIs, shipping APIs, and product and customer databases.

Prerequisites: WEB 231, WEB 261

WEB 411 Interactive Web Design II 3 Cr.

This continuation of WEB 311 introduces more complex topics, including larger-scale applications, incorporating external files and data, video, and more advanced scripting.

Prerequisite: WEB 311

* Denotes Husson University course
^ Requires C+ or higher to move to the next course level

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NEW ENGLAND SCHOOL OF COMMUNICATIONS
ACADEMIC CALENDAR
2013-14

Saturday	July 13	Orientation

FALL SEMESTER

Sunday	September 1	Orientation
Tuesday	September 3	Classes Begin
Tuesday-Tuesday	Sept 3-10	Add/Drop Period
Monday & Tuesday	October 14 & 15	Columbus Day Break
Monday–Friday	October 21-25	Mid-Terms
Monday-Friday	Nov 11- 22	Spring Registration
Wednesday-Friday	November 27-29	Thanksgiving Break
Tuesday-Friday	December 17-20	Finals

SPRING SEMESTER

Monday	January 20	Orientation
Tuesday	January 21	Classes Begin
Tuesday-Tuesday	January 21-28	Add/Drop Period
Monday-Friday	March 3-7	Mid-Terms
Monday-Friday	March 10-14	Spring Break
Monday-Friday	March 31-April 11	Fall Registration
Tuesday-Friday	May 6-9	Finals
Saturday	May 10	Commencement

Maine Media Camp
@ NESCom

Maine Media Camp is a chance for high school students going into their sophomore, junior, or senior years to experienc : an introduction to the fields of Audio Engineering, Digital Photography, Journalisn , Marketing Communications, Radio Broadcasting, Video Production, Entertainment Production, and WebMedia.

From July 27 to August 1, 2014, campers spend the week learning from professionals in all forms of the media. There are tours of local radio and television stations as well as hands-on instruction and projects.

For more information about Maine Media Camp, visit our website www.nescom.edu/mediacamp or call 1-888-877-1876.



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