



**ADDENDUM NO. 3**

**TO THE**

**2021-2022**

**KEISER UNIVERSITY UNDERGRADUATE CATALOG  
VOLUME 21, NO. 1, August 30, 2021**

**Effective November 1, 2021**

## KEISER UNIVERSITY UNDERGRADUATE CATALOG ADDENDUM

Keiser University continually reviews, improves and updates its programs, courses and curricula. It is incumbent on the University to reflect these revisions in its publications. The following *Addendum No. 3* represents additions, changes and deletions to the *2021-2022 Keiser University Undergraduate Catalog*, Volume 21, No. 1, and is effective November 1, 2021.

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Pg. 115, Programs Offered at Each Campus, FTL, PSL

Under **Ft. Lauderdale**, delete:

AS                    Video Game Design

Under **Port St. Lucie**, delete:

AS                    Massage Therapy

Pg. 119, Programs Offered at Each Campus, Flagship

Add **BS Integrated Marketing Communications with Public Relations concentration**

Pg. 127, Programs Offered at Each Campus, Lakeland

Under **Lakeland**, add:

AS                    Cloud and Computing Technology

Pg. 246, Program Descriptions, Integrated Marketing Communications, Bachelor of Science Degrees

Under **Lower Division Integrated Marketing Communications Major Courses (18.0 credit hours)**, delete

GRA1044C            Introduction to Marketing/Self-Promotion                    3.0 credit hours

and add

COM1004            Introduction to Communication Studies                    3.0 credit hours

Under **Lower Division General Education Courses (33.0 credit hours)**, under **Behavioral/Social Science (6.0 credit hours)**, add

IDS1107            Strategies for Success                    3.0 credit hours

Delete the section **Upper Division Social Media Communications Major Courses (60.0 credit hours)** and all the courses under it.

Add **Upper Division Integrated Marketing Communications Major Courses (42.0 credit hours)** and list the following courses

COM3132            Interpersonal Communications                    3.0 credit hours

COM3110            Business and Professional Communication                    3.0 credit hours

COM3106            Cross-Cultural Communication                    3.0 credit hours

COM3416            Media Theory and Effects                    3.0 credit hours

COM3500            Political Communication                    3.0 credit hours

COM4302            Introduction to Communication Research                    3.0 credit hours

COM4500            Communication Law and Ethics                    3.0 credit hours

COM4053            Public Relations Campaigns                    3.0 credit hours

MMC4123            Multimedia Writing                    3.0 credit hours

MAR4403            Sales and Sales Management                    3.0 credit hours

MAR4503            Consumer Behavior                    3.0 credit hours

MAR4334            Advertising and Promotional Management                    3.0 credit hours

MAR4804            Marketing Strategy                    3.0 credit hours

COM4940            Internship                    3.0 credit hours OR

COM4958            Capstone                    3.0 credit hours

Add new heading **Upper Division Integrated Marketing Communications Specialization (18.0 credits)** and a note that says

Students may choose either the 18 credit hours that make up the Public Relations concentration and earn the concentration, take the 18 hours within the specialization, or select various courses from the concentration and the specialization.

COM3465	Conflict and Resolution	3.0 credit hours
MAR4841	Service Marketing	3.0 credit hours
MAR4721	E-Marketing	3.0 credit hours
MAN3326	Industrial/Organizational Psych	3.0 credit hours
MAN4583	Project Management	3.0 credit hours
MAN4602	International Business	3.0 credit hours
Public Relations Concentration		
PUR 3117	Strategic Storytelling and Digital Content Creation	3.0 credit hours
PUR 3450	Public Relations and Event Planning	3.0 credit hours
PUR3463	Sports Communication	3.0 credit hours
PUR4400	Crisis Communications	3.0 credit hours
PUR4407	Managing Media Relations	3.0 credit hours
PUR4404	International Public Relations	3.0 credit hours

## Pg. 306, Program Descriptions

### *Cloud and Computing Technology*

#### **Associate of Science Degree**

##### **Program Description**

Keiser University's Associate of Science Cloud & Computing Technology Program provides students with the skills needed to enter the industry. The program curriculum focuses on providing candidates with the knowledge necessary to adapt to and thrive in any technology related environment with attention to critical thinking, troubleshooting, installation, administration, and maintenance of computer infrastructures across a variety of industries.

##### **Program Objectives**

The following objectives are designed to meet Keiser University's mission and goals:

- Provide students with a comprehensive background in Service Desk procedures and techniques including wireless concepts and configurations.
- Provide students with a comprehensive background in Technology Support techniques including wireless concepts and configurations.
- Show students how to properly conduct research for troubleshooting hardware and software solutions to provide higher levels of business continuity.
- Develop the student's ability to communicate effectively and think critically.
- To develop students' abilities to administer, manage, and troubleshoot hardware, software, and services for single, mixed and multi-user environments.
- To develop students' skills with network maintenance, support, security, and troubleshooting applications.
- To assist students in becoming more adept in knowledge, theory, and practice of network and security support and management.
- To assist graduates in obtaining entry-level cloud, networking, security, and related positions.

##### **Prerequisites for Major Courses**

None

## Program Outline

To receive an Associate of Science degree in Cloud & Computing Technology, students must complete 60 credit hours as described below. The length of this program is approximately 20 months (this will vary if a student transfers in credits).

### Cloud and Computing Technology Major Courses (36.0 credit hours)

CTS1150C	Hardware Support	3.0 credit hours
CTS1565C	Operating System Support	3.0 credit hours
CTS1090C	Introduction to Networks	3.0 credit hours
CTS1155C	IT Service Support	3.0 credit hours
CTS1103C	Introduction to Virtualization	3.0 credit hours
CTS1120C	Introduction to Security	3.0 credit hours
CTS2134C	Network Support	3.0 credit hours
CTS2123C	Security Support	3.0 credit hours
CTS2853C	Web Fundamentals	3.0 credit hours
CTS2165C	Linux Essentials	3.0 credit hours
CTS2155C	IT Scripting	3.0 credit hours
CTS2145C	Cloud Essentials	3.0 credit hours

### General Education Courses (24.0 credit hours)

Credit hours in parentheses indicate the required number of credit hours in each discipline.

#### Behavioral/Social Science (3.0 credit hours)

AMH1010	American History Pre 1876	3.0 credit hours
AMH1020	American History Since 1876	3.0 credit hours
IDS1107	Strategies for Success	3.0 credit hours
POS1041	Political Science	3.0 credit hours
PSY1012	Introduction to Psychology	3.0 credit hours
SYG1000	Sociology	3.0 credit hours

#### Communications (3.0 credit hours)

SPC1017	Speech	3.0 credit hours
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#### Computers (3.0 credit hours)

CGS1005C	Introduction to Computer Information Systems	3.0 credit hours
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#### English (3.0 credit hours)

ENC1101	English Composition I	3.0 credit hours
ENC2102	English Composition II	3.0 credit hours

#### Humanities/Fine Arts (3.0 credit hours)

AML1000	American Literature	3.0 credit hours
ENL1000	English Literature	3.0 credit hours

#### Mathematics (3.0 credit hours)

MAT1033	Intermediate Algebra	3.0 credit hours
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#### Natural Science (6.0 credit hours)

BSC1005	General Biology	3.0 credit hours
BSC1006	Advanced Biology	3.0 credit hours
CHM2045	General Chemistry	3.0 credit hours
CHM2046	Advanced Chemistry	3.0 credit hours
PHY2001	General Physics I	3.0 credit hours
PHY2002	General Physics II	3.0 credit hours

Pg. 332, Massage Therapy, Associate of Science Degree

*Remove the degree from the catalog*

## Pg. 362, Course Descriptions

*Add the following new courses:*

COM1004 (3.0 credit hours)

### **Introduction to Communication Studies**

This course introduces students to fundamentals of human communication. Emphasis is placed on helping students explore the many roles that communication plays in their daily lives. After an overview of basic terminology, principles and theories, the course focuses on: intrapersonal communication, perception and self-concept; culture and gender; interpersonal relationships; groups/teams, leadership and rhetorical discourse.

CGS1005C (3.0 credit hours)

### **Introduction to Computer Information Systems**

Introduces technical students to the fundamentals necessary to succeed in advanced computer coursework. Topics include exposure to computer hardware and software, peripherals, networks, operating systems and the Internet. Special emphasis is placed on word processing and spreadsheets.

CTS1090C (3.0 credit hours)

### **Introduction to Networks**

The student will be provided the opportunity to develop the skills necessary to identify the type, components, and design of a local area network most appropriate for a given site. Additionally, the student will identify media, differentiate between networking standards, protocols, access methods, and determine which would be most appropriate for a given LAN.

CTS1103C (3.0 credit hours)

### **Introduction to Virtualization**

This course offers an in-depth look at virtualization concepts, with an overview of virtualization products. Students will learn to create, configure, and manage various types of virtual machines.

CTS1120C (3.0 credit hours)

### **Introduction to Security**

This course is designed to provide a student with a broad-based knowledge of network security, and to prepare students for further study in specialized security fields.

CTS1150C (3.0 credit hours)

### **Hardware Support**

This course is designed to give the student hands on experience working with pcs. It will provide the student experience with the various techniques and procedures used to troubleshoot a microcomputer, and it will assist the student in preparing for the A+ core service certification examination.

CTS1155C (3.0 credit hours)

### **IT Service Support**

This course is designed for computer information technology majors and covers the business, technical, and interpersonal skills needed to succeed in a help desk setting. It addresses all major aspects of help desk operations including customer support, processing, and resolving incidents, and knowledge management.

CTS1565C (3.0 credit hours)

### **Operating System Support**

Designed for individuals who work or intend to work in a remote-based support environment where customer service, client training, operating system and connectivity issues are emphasized. It will build on existing user-level knowledge and experience with personal computer software and hardware to present fundamental skills and concepts that are used in a remote technical support position.

CTS2123C (3.0 credit hours)

### **Security Support**

This course reflects an integrated classroom and laboratory experience in the fundamentals of computer network security and intrusion detection. Instruction will examine the principles and mechanisms of network security, intrusion detection, and auditing. Topics include the TCP/IP protocol, traffic analysis, security audits, filters, and rules for network monitoring, intrusion infrastructure, controlling systems and data access, issues of common operating systems, and future directions in intrusion

detection. This course prepares students to take the CompTIA security+ certification exam.

CTS2134C (3.0 credit hours)

**Network Support**

The course is designed to teach the skills and knowledge measured by the CompTIA network+ certification exam. The course provides networking information and skills in the areas of media and topologies, protocols and standards, network implementation, and network support.

CTS2145C (3.0 credit hours)

**Cloud Essentials**

This course focuses on cloud technologies and provides the student the knowledge and skills required to understand standard cloud methodologies; to implement, maintain, and deliver cloud technologies (e.g., network, storage, and virtualization technologies); and to understand aspects of IT security and use industry best practices related to cloud implementations.

CTS2165C (3.0 credit hours)

**Linux Essentials**

This course describes installation and configuration of Linux as a powerful desktop workstation capable of competing with the leading desktop operating system, but at a much lower cost. A wide variety of applications are installed to cover many areas.

CTS2166C (3.0 credit hours)

**IT Scripting**

This course introduces PowerShell. Students will learn to write interactive PowerShell commands within a shell environment, as well as how to create automation scripts. This course is focused on understanding the PowerShell environment, using the built-in help system, basic PowerShell syntax (including cmdlet structure, cmdlet parameters, parameter values, piping between cmdlets, and formatting output). By the end of this course, students will have learned the fundamental skills needed to effectively read, write, and debug basic PowerShell scripts.

CTS2835C (3.0 credit hours)

**Web Fundamentals**

The student will be provided the opportunity to develop the skills necessary to identify the type, components, and design of a local area network most appropriate for a given site. Additionally, the student will identify media, differentiate between networking standards, protocols, access methods, and determine which would be most appropriate for a given LAN.

MMC3416 (3.0 credit hours)

**Media Theory and Effects**

This course introduces students to mass media theories scholars use to study the effects of media messages. Students will also read and discuss research illustrating the media's impact on individuals, society, and cultures. Topics include the media's relationship to stereotyping, images of sexuality, violence, values, and globalization.

MMC4123 (3 credit hours)

**Multi-Media Writing**

The course will allow students to explore the forms and styles of writing required for traditional media and new media. This course will help students develop strong strategic writing and reporting skills. Students will focus their attention in areas such as journalism, advertising, public relations, and social media. They will learn the Associated Press style and various journalistic techniques used in multimedia marketing and communication.

PUR3117 (3 credit hours)

**Strategic Storytelling and Digital Content Creation**

Students will explore what it means to engage people through the creation of compelling content. The class will draw learnings from the foundations of storytelling in the "oral tradition" through modern media and brand case studies. Students will explore the impact of voice and tone, authenticity, empathetic listening, media platforms, user data and research. They will discover how to build a robust strategy for messaging that engages audiences, activates involvement, and produces positive strategic results.

PUR3450 (3 credit hours)

**Public Relations and Event Planning**

The course offers an introduction to the planning and production of special events with an emphasis on public relations principles, strategies, and techniques. Students will be introduced to leaders in the field, prepare budgets and learn the skills needed for executing large- and small-scale events using traditional and digital media platforms. Students will be required to produce a special event at the end of the semester.

PUR3463 (3 credit hours)

**Sports Communication**

Students will be offered instruction, analysis and training in the principles and practice of public relations in sports organizations. Emphasis is on media relations and the skills essential for sports communication professionals. Topics include handling media interactions across platforms, resolving problems and crises and how to integrate positive communication strategies with attainable goals within the sports community.

PUR4400 (3 credit hours)

**Crisis Communications**

This course examines the nature of crisis management from the strategic communication perspective. Students study various issues, risks and crisis situations across multiple industries and organizations of all sizes. Students will be exposed to real life case studies with positive and negatives outcomes. Additionally, students will learn how to communicate through a digital framework with impact, under pressure, and on-camera along with preparing a full crisis management plan for an organization of their choice.

PUR4404 (3 credit hours)

**International Public Relations**

The course is designed to expose students to the diversity of public relations in a global environment. Students will study the vast differences between multicultural media, corporate business, government, pressure/peer groups, general consumers and other organizations and their PR tactics. Students will be required to research demographics, cultural trends, and media tactics to apply positive public relations practices internationally. A public relations plan will be required for an international organization at the end of the term.

PUR4407 (3 credit hours)

**Managing Media Relations**

Effective communication is essential for public relations professionals when dealing with the media on behalf of an organization, company, brand, or person. Students will learn the communication techniques and critical guidelines required for this role. The course includes media outreach and planning, tone and image, oral and written tactics, while exploring the media channels available for proper public relations representation. Students will be required to act as a spokesperson in various business-related exercises.