

COMMUNICATION STUDIES (COM)

COM 110 Interpersonal Communication 3 credits

Students examine their methods of interpersonal communication in various contexts including dyadic, small group, and mediated communication. Individual activities and group work include both oral and written components. Class discussions and small group activities provide opportunities to practice and refine interpersonal communication skills. Objective exams and quizzes focus on cognitive learning of the principles and concepts in the various communication contexts. (COM 110 is one of the two choices for the communication general education requirement for all students. It is also a prerequisite for all communication majors.)

COM 115 Public Speaking 3 credits

Students prepare and deliver various types of public performances including speeches and oral interpretation. The evaluation and criticism of speeches is studied. Course units include speech construction, presentation and delivery, audience and text analysis, informative, persuasive and special occasion speeches as well as visual aid construction.

COM 215 Social/Mass Communication 3 credits

This course offers theoretical and practical tools to critically analyze traditional and social media, including reflecting on the ways in which we interact with media. By the end of the course, students will become more critically aware of their role as consumers and producers of mass media.

COM 240 Intercultural Communication 3 credits

Students explore the principles and processes of communication across cultural differences. Course topics include intercultural communication models, the impact of different cultural patterns on the communication process, the effects of diverse worldviews on intercultural communication, strategies for bridging differences in a variety of contexts, and approaches for leveraging communication skills to increase cultural agility. Students in the course gain theoretical, practical, and reflective knowledge and experience of intercultural communication.

COM 245 Special Topics 3 credits

This course offers students an opportunity to study communication from a variety of contextual perspectives. Topics will vary from term to term. May be repeated.

COM 330 Social Media Relations & Analytics 3 credits

Students develop an understanding of the theory and strategic management of social media, especially in the public relations context. By analyzing history, tactics, and current trends, students learn how the public relations process and the goal of relationship building with various stakeholders are impacted by various social media applications. Students also become acquainted with social media tactics in various professional settings, including principles of social media analytics.

COM 335 Family Communication 3 credits

Students examine communication patterns in functional families and interpersonal relationships. Reading and discussion are combined with experiential activities. Course units include diverse family systems, health communication, communicating with aging family members and those with disabilities, communication patterns, family roles, power, decision-making, conflict, stress and coping, ecology, and improving family communication. (Prerequisites: COM 110 or COM 115).

COM 340 Persuasive Communication 3 credits

Students study and apply persuasive communication theories to the study and analysis of communication events including speeches, posters, films, campaigns, television programs, advertising, social media and other forms of public communication. Students examine the ways in which beliefs, values, attitudes, and behavior are deliberately affected through various forms of human and electronic communication.

COM 355 Media & Public Relations 3 credits

Students are introduced to both media relations and public relations as fields of study and as a practice. Students will learn and apply principles of media and public relations, including effective and ethical stakeholder management. Topics addressed include communicating with various media, creating strategic public relations plans, audience analysis, how to communicate risk, and managing crisis situations. Special attention is given to the role of social media.

COM 410 Advanced Intercultural Communication Seminar 3 credits

Students advance their knowledge and understanding of the various components of intercultural communication agility and competence. The focus is on deeper exploration of intercultural dimensions, communication styles across cultures, intercultural conflict styles, and bridging cultural differences. Students gain experience and skills in several fundamental approaches to and methods of managing intercultural differences and facilitating intercultural competence development. Students take intercultural assessments and an intercultural conflict styles inventory, in addition to engaging in experiential activities and discussions to understand how their own intercultural experiences have influenced them. (Prerequisite: COM 309 or COM 240)

COM 440 Communication Research Methods 3 credits

Basic quantitative and qualitative approaches and methods are applied to communication studies. The course includes question construction, survey research and design, experimental design, quantitative content analysis and comparisons, and qualitative analysis of participant observation, interviewing and focus group methodology. Critical studies and approaches in the field of communication will be discussed. This course is a prerequisite for COM 442 or COM 450 because it implements the research proposal. (Prerequisites: COM 110 or COM 115 or COM 215).

COM 450 Communication Theory 3 credits

Students study and apply theories to human communication including interpersonal and public communication, small groups, mediated communication, persuasion, gender studies, as well as work, friend, and marital relationships. Perspectives on and methods of critical inquiry and research are an integral part of the course content. Research projects are presented to the rest of the class as well as submitted to professional organizations for review. (Prerequisites: COM 110, COM 115, and COM 440).

COM 475 Organizational Communication 3 credits

Students examine theories of communication systems, processes, and assumptions in organizational structures. Topics include roles, relationships, and responsibilities of individuals within organizations as well as skills in and applications of organizational communication, including communication audits. Interviewing skills in the various demands of organizations will be examined and practiced. Values and ethical communication behaviors are explored through a variety of activities including case studies and self-assessments. Exploration of crisis communication strategies and their effectiveness in organizational image restoration are examined.

COM 480 Crisis Communication 3 credits

Address the basic types and elements of crises, and the importance of providing effective leadership and management in those conflict laden times. Intersections with other fields will also be addressed, including public relations, conflict management, and risk management. Analyze the role strategic communication, media relations, power, and organizational culture play during a crisis. Develop tools for dealing with the media in less-than-optimal situations, learn how to develop plans for different critical audiences (both internal and external), analyze effective persuasive methods, and discover ways to utilize effective public relations strategies for communicating the organizational message during a crisis.

COM 488 Independent Study 1-5 credits

Independent study offers the opportunity to pursue advanced study in communication. Independent study is open only to students with substantial preparatory course work in communication. It is not intended to be taken in the place of a regularly offered course. (Prerequisite: permission of communication faculty)

COM 490 Senior Seminar 2 credits

Students finalize their capstone research project in this culminating experience in the discipline. Students will be expected to prepare their research projects for dissemination to professional organizations for review, presentation, or publication. (Prerequisite: Minimum grade of C- in COM 441 and COM 442, Permission of instructor, Senior Standing)

COM 498 Internship 1-12 credits

Students participate in a variety of internship programs in such experiences as editing, publishing, broadcasting, television, human resources, and public relations under the supervision of the Communication faculty. Internships are tailored to the needs, interests, and career aspirations of the student. Portfolios, learning logs, and meetings with the internship faculty supervisor are required for all internships. (Prerequisites: COM 110, COM 115, COM 215, COM 330, ENG 121 and permission of communication faculty advisor)

COM 590 Crisis Communication 3 credits

Address the basic types and elements of crises, and the importance of providing effective leadership and management in those conflict laden times. Intersections with other fields will also be addressed, including public relations, conflict management, and risk management. Analyze the role strategic communication, media relations, power, and organizational culture play during a crisis. Develop tools for dealing with the media in less-than-optimal situations, learn how to develop plans for different critical audiences (both internal and external), analyze effective persuasive methods, and discover ways to utilize effective public relations strategies for communicating the organizational message during a crisis.

COM 595 Reflection and Capstone 3 credits

Review and reflect upon the program's courses and capstone project to leverage learning for future success as a strategic leader. Complete and present the program's capstone project.