

# COM: COMMUNICATION STUDIES

## Courses

### COM 500. Communication And Leadership. 3 Credits.

Exploration of the interconnections between communication principles and the theory and practice of leadership.

### COM 501. Theoretic Perspectives On Human Communication. 3 Credits.

A comprehensive examination of major theoretical perspectives on human communication ranging from classical to contemporary.

Distance education offering may be available.

### COM 502. Communication Research Methods. 3 Credits.

An examination of the major issues pertaining to inquiry in human communication, including the nature of inquiry; qualitative and quantitative methodological approaches to communication research; moral and ethical standards for human research; the role of the researcher; and comparisons of academic research. Students will be required to design and execute a research project.

Distance education offering may be available.

### COM 503. Communication & Persuasive Influence. 3 Credits.

An analysis of major conceptual approaches to persuasion and their implications for understanding influence contexts and designing pragmatic strategies.

### COM 505. Rhetoric And Leadership. 3 Credits.

The criticism and history of influence will be explored to focus on examples of persuasion through public discourse.

### COM 506. Communications In Small Groups. 3 Credits.

An examination of traditional and contemporary research which pertains to various dimensions of small group communication including, but not limited to, the following topics: structure, size, tasks, goals, roles, systems, and leadership.

### COM 508. Special Topics Seminar. 3 Credits.

An intensive examination of a selected area within communication study. Topics will vary and will be announced in advance of each semester.

Distance education offering may be available.

Repeatable for credit.

### COM 509. Communication & Conflict Resolution. 3 Credits.

Using both theoretical and activity-centered learning, the student will explore the options available to resolve conflict through communication.

Distance education offering may be available.

### COM 510. Culture, Media And Representation. 3 Credits.

Course examines how the media constructs ideologies and images of various cultural groups for mass consumption.

### COM 511. Understanding Close Relationships. 3 Credits.

This course is designed to introduce and discuss basic theories, themes, concepts, and controversies in relationships from a communication standpoint. Students will be better quipped to apply theoretical knowledge to repair, maintain, and enhance their own personal relationships.

Distance education offering may be available.

### COM 514. Family Communication. 3 Credits.

This seminar is designed to acquaint students with contemporary theory and research on family communication. More specifically, students will examine communication processes that define and impact families, the diverse family forms that comprise contemporary family systems, intersections between families and other contexts (e.g., workplace, healthcare, media), and current issues that affect families. The course provides students with the opportunity to learn about family communication both in an abstract way (via readings and class discussions) and in a more concrete fashion (by developing and writing a scholarly paper).

### COM 520. Political Communication. 3 Credits.

Examines the role communication plays in the political system with a specific focus on campaign communication, political advertising, and media coverage of politics.

### COM 530. Advances In Nonverbal Communication. 3 Credits.

This course investigates recent advances and controversies in nonverbal communication theory and research.

### COM 535. Communication Competence. 3 Credits.

Course examines what it means to be a highly competent communicator. Communication competence will be explored across a multitude of communication contexts including interpersonal, organizational, intercultural and leadership contexts.

### COM 550. Listening: Verbal & Nonverbal Perception. 3 Credits.

A survey of research in listening behavior and related nonverbal variables. Identification of important characteristics of effective listeners. Application to communication activities in the classroom.

### COM 551. Public Relations Research And Writing. 3 Credits.

Familiarizes student with the skills needed to work as a public relations writer and editor.

Explores applicable media theories as well as ethical and legal issues.

### COM 561. Strategic Media Content. 3 Credits.

Today's digital environment provides endless distribution options. The purpose of this course is to guide students through the process of creating and maintaining a digital media content strategy. Specifically, students will learn how to apply communication audience research measurements to strategic development of organizational goals. Next, students will apply knowledge towards the development of a strategic digital marketing plan for distribution. In this phase, students will study various social media platforms and the function and audience for each, as well as how they work together in cross-platform promotion. Finally, students are expected to complete a final marketing campaign to meet a local organization's digital media goals. The final project will require digital media creation and evaluation.

Distance education offering may be available.

### COM 563. Visual Communication. 3 Credits.

Digital communication these days is overwhelmingly visual. We consume visual content through websites, streaming video, and social media. The most engaging social media content typically consists of visual images. This course equips students with theoretical knowledge and practical skills needed to create compelling social media visuals in a variety of formats.

Distance education offering may be available.

### COM 565. The Science and Media Connection: Producing and Communicating Science. 3 Credits.

This course is intended to prepare students to make multimedia products about fundamental scientific phenomena which can be used to educate and teach others. Through both theoretical and practical approaches, students learn skills and concepts that will enable them to complete a series of science-based creative projects and apply these skills toward future use. Equivalent courses: ESS 365, ESS 565, MDC 365

### COM 568. Special Topics Seminar in Digital Media Marketing. 3 Credits.

An intensive examination of a selected area within digital media marketing study. Topics will vary and will be announced in advance of each semester.

Distance education offering may be available.

Repeatable for credit.

### COM 570. Conc Foundations Comm Train & Devel. 3 Credits.

This course examines major schools of thought in organizational training and development. Each viewpoint is explored for its diagnostic guidance, learning implications, and training technologies.

### COM 575. Seminar On Speech Pedagogy. 3 Credits.

An examination of pedagogical research on the development of effective public speakers. Provides opportunities to both train speakers and critique public presentations.

### COM 598. Grad Internship in Speech Communication. 3-6 Credits.

Supervised professional training in approved communication placements.

Repeatable for credit.

### COM 599. Directed Graduate Studies. 3 Credits.

Research projects, reports, readings in speech communication.

Repeatable for credit.

### COM 601. Communication Studies Thesis I. 3 Credits.

Original research, supervised through topic selection, investigation, and oral defense.

### COM 602. Communication Studies Thesis II. 3 Credits.

Original research, supervised through: IRB approval (if necessary), data collection, analysis, writing results, writing thesis chapters, and defense.

COM 602 Prerequisite: Successful completion of COM 601 with minimum grade of C-.