COMMUNICATION STUDIES - COM

COM 599 Directed Study 3 Credits
Student conducts original project and research paper directly connected to their area of concentration. Student also receives practical experience within an organization related to their concentration. This course must be approved by the program director.
Restriction: must be approved by program director.
Offered: every fall.

COM 602 Organizational Communication 3 Credits
This course focuses on the challenges of communication within organizational settings. Organizational communication theory, methods and practices are discussed and related to organizational life. Specific topics include the organizational mission, goals, change processes, conflict management, organizational culture, structure, leadership, team dynamics. Current research is used to explore organizational communication processes.
Offered: every fall.

COM 604 Persuasion and Social Influence 3 Credits
The nature of social influence is discussed using persuasion theories and tactics, social influence and compliance gaining. Topics covered include: relationship between attitudes and behaviors, methods of conducting persuasion research, classic and contemporary persuasion and social influence theories, communicator characteristics and persuasability, verbal and nonverbal messages, structuring and ordering persuasive messages, and improving one's ability to persuade others.
Offered: every spring.

COM 605 Research Methods: Measurement and Analysis 3 Credits
This course examines quantitative approaches to theory building and methods of inquiry. The course will describe research issues and main methodologies used to study communication processes and provides the foundation material for the capstone project. Therefore, the end goal is to enable students to research, design and carry out a research project. COM 605 should be taken during the fall semester of the student's final academic year.
Restriction: must be taken during the final fall semester in the program.
Offered: every fall.

COM 607 Health Communication 3 Credits
This is an ideal course for students with an interest in health, communication, decision making related to healthcare, or improving healthcare delivery. Additionally, the health-related concepts, theories, models, research and guidelines discussed in this course are applicable to experiences in any type of work setting. Students who want to succeed in their professions should be able to extrapolate relevant concepts from this course and accurately apply them to their unique work experiences.
Offered: occasionally.

COM 608 Risk Communication 3 Credits
Risk communication is the process of transferring information from experts to non-experts, and back again, so that participants making a decision fully understand the nature and impact of their decision on factors important to them. Whether the issue at hand is one of health, safety, the environment, finances or any other decision involving uncertain outcomes, the process of risk communication is a key factor in building transparency and public trust for organizations and governmental entities. This course examines the communications science needed to meet the challenge of complex, uncertain, significant long-range risks in a variety of settings.
Offered: occasionally.
COM 622 Case Studies in Integrated Marketing 3 Credits
The purpose of this course is to explore extant case studies in integrated marketing communication. The course covers major theoretical approaches to integrated marketing and organizational communication which affect the dynamic of corporate communication and marketing. Research tools will be introduced to help with analyzing and developing IMC plans and processes. Students will research and present their own case studies and recommendations for an IMC plan for a local or regional company or organization. Prerequisites: COM 621 or MBA 506.
Offered: spring of odd-numbered years.

COM 630 Interpersonal Communication in Organizations 3 Credits
This course focuses on theoretical and pragmatic acts of interpersonal communication in different types of relationships. During the semester we examine interpersonal theories, research, and skills anchored in the field of interpersonal communication. The main objectives of this course are to heighten students' self-awareness of their interpersonal communication skills and to understand the role that interpersonal communication plays in identity management and relationship development. Students will also identify specific interpersonal communication skills that can be used strategically to improve work relationships and outcomes.
Offered: every other spring and/or summer.

COM 647 Organizational Change & Leader 3 Credits
This course focused on building a high performing work environment through leadership style and best organizational development practices. The course reviews frameworks and techniques to create strong cultures and teams. Specific topics include sustainable change using design, attitudes and organizational attributes, culture and leadership techniques that inspire sustainable change. Case studies in successful change are discussed.
Offered: tentatively scheduled summer 2018.

COM 699 Capstone Project 3 Credits
This course examines quantitative approaches to theory building and methods of inquiry. The course will describe research issues and main methodologies used to study communication processes and provides the foundation material for the capstone project. Therefore, the end goal is to enable students to research, design and carry out a research project. Admitted with approval of program director only.
Prerequisite: COM 605.
Offered: spring.