COMMUNICATION STUDIES - COM

COM 511 Principles of Advertising 3 Credits
The fundamentals of advertising, including history and development, advertising media, marketing, audiences, campaign objectives, budget, creativity and agency functions.
Offered: fall.

COM 512 Public Relations: Principles and Practices 3 Credits
Historical antecedents and contemporary practice of public relations are examined in the context of public relations concepts and theories. The course also examines the day-to-day responsibilities and ethical obligations of PR practitioners in a variety of public settings.
Offered: fall.

COM 520 Advertising Writing 3 Credits
Covers a variety of ways of developing advertising copy (copywriting) and creative concepts for persuasive advertising pieces. Includes workshop writing for print, television and radio commercials, and social media.
Offered: every other year.

COM 521 Advertising Writing 3 Credits
Covers a variety of ways of developing advertising copy (copywriting) and creative concepts for persuasive advertising pieces. Includes workshop writing for print, television and radio commercials, and social media.
Offered: every other year.

COM 530 Public Relations Writing 3 Credits
Theoretical perspectives on various forms of public relations writing and the applications of each. Writing and editing skills. Students produce portfolio of PR writing tools and techniques.
Offered: every year.

COM 551 Advertising Campaigns 3 Credits
Designed as a capstone course for advertising students, this course examines current and classic advertising campaigns for technique and effectiveness. Students will also develop their own advertising campaigns.
Offered: every other year.

COM 599 Directed Study 3 Credits
Student conducts original project and research paper directly connected to their area of concentration. Student also received 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.

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 year.

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 had is one of health, safety, the environment, financances 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 and long-range risks in a variety of settings.
Offered: occasionally.

COM 610 Leadership 3 Credits
This course focuses on the understanding of leadership processes and behaviors. Students will reflect on past and current leadership situations to gain an understanding of leadership behaviors. Assessments and reflection will be used to create an understanding of personal strengths. There is a strong emphasis on experiential learning and reflective behavioral practices as a basis for self-discovery and change. Students will take several assessments that measure personal style and behavior. Fees for licenses, assessment inventories and feedback reports are required for this course.
Offered: every fall.

COM 615 Partnerships and the Not-for-Profit Organization 3 Credits
Growing and strengthening our non-profit organizations through partnerships is one of the most important strategies available to organizational leaders today. Say the word ‘collaboration’ and everyone knows it is code for innovation, inspiration, new funding sources and a great deal of hard work. In this course, we will blend practice and theory to gain a deeper understanding and mastery of the process of collaboration. During our time together, we will use the power of our own partnership success stories and lessons learned in order to weave together key content areas of communication, collaboration and leadership in the non-profit.
Offered: spring of even-numbered years.

COM 616 Fund Raising and Development at Not-for-Profit Organizations 3 Credits
This course will introduce students to the principles and practices of fundraising and long-term development planning in the not-for-profit organization. Blended into each topic area is the professional code of ethics, advocacy and role and responsibilities. The course combines theory and practice by using case studies, in-class small group exercises, case writing, role plays and experience sharing.
Offered: every fall.
COM 618 Seminar: Special Topics and Not-for-Profit Organizations  
**3 Credits**
The seminar experience concentrates on current issues and trends in not-for-profit organizations. Topics will vary to meet the changing challenges and opportunities not-for-profit organizations face in light of political climate changes and the evolution of public policy. Topics may include community building, the role of a board of directors, women’s issues, aging, public policy, and globalization. The seminar will incorporate discussion of relevant theory and topical issues leading to independent research related to the selected topic(s).
**Offered:** spring of odd-numbered years.

COM 620 Conflict, Facilitation and Communication  
**3 Credits**
The purpose of this course is to introduce students to the process of conflict, communication and facilitation within organizational settings. It is an introduction to several theoretical frames for studying and explaining the conflict process and applies these ideas to experiences in organizations. Conflict is discussed in relation to building community, mediation and negotiation strategies.
**Offered:** summer of even-numbered years.

COM 621 Integrated Marketing Communication  
**3 Credits**
This course explores the theoretical and practical implications for managing and integrating marketing communications into commerce. A range of contemporary integrated marketing tactics and how they come together in an integrated plan will be discussed. The focus is on understanding the role and interplay of marketing, advertising and public relations in the IMC mix.
**Offered:** every fall.

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. Prequisites: 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.