

# COMMUNICATION - 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 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:** spring.

## 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 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 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 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 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.