An introduction to the historical, theoretical and practical implications of integrated marketing communication that spans decades and communication channels to affect an array of stakeholders and target publics. Students will learn the basics of how integrated marketing communication has evolved from disparate skill sets (advertising, public relations, marketing, social media, e.g.) into a unified approach to communicating to various market segments. In addition, they will explore the various elements of IMC and learn the advantages of each and their optimal application in the marketplace.

**Offered:** every fall.

**COM 201 Dynamic Presentations**
3 Credits
Study and practice of concepts, processes, and techniques of dynamic presentations delivered face-to-face and/or online. Apply communication theories, models and constructs to design, deliver, and critically assess presentations. Speeches required.
Fulfills College Core: Oral Communication
**Offered:** every fall & spring.

**COM 202 Strategic Communication Theory**
3 Credits
Communication theories, models, and constructs are explored and applied to research in relational, group, organizational, gender, social media, public and mass mediated communication contexts. The role of theory in designing, delivering, and assessing messages for diverse audiences is emphasized.
**Offered:** every spring.

**COM 203 Writing for Contemporary Media**
3 Credits
Intensive writing assignments employing message-design principles provide opportunities to prepare news, features, press releases, advertising copy and opinion pieces.
Fulfills College Core: Advanced Writing-Intensive
**Offered:** every fall & spring.

**COM 204 Relational Communication**
3 Credits
Examines theoretical and pragmatic aspects of relational communication in social contexts to enhance self-awareness and effective self-expression in relationships. Survey of interpersonal/relational theories, models, and constructs associated with competent communication in platonic, romantic, familial, and work relationships.
Fulfills College Core: Field 5 (Social Sciences)
**Offered:** every fall.

**COM 205 Media Literacy**
3 Credits
Survey of mass communication processes and the media in terms of development, industry structure, functions, effects and the role of the media in American society, with the goal of students becoming more critical consumers and creators of media content.
Fulfills College Core: Field 5 (Social Sciences)
**Offered:** every fall & spring.

**COM 206 Introduction to Research Methods**
3 Credits
Overview and application of qualitative and quantitative research methods in communication. Survey of basic research methods concepts including, among others, identifying credible research, formulating hypotheses/ research questions, sampling, reliability/credibility, widely-used qualitative and quantitative methodologies, and data analysis and interpretation.
**Offered:** every fall.

**COM 211 Introduction to Integrated Marketing Communication**
3 Credits
An introduction to the historical, theoretical and practical implications of integrated marketing communication that spans decades and communication channels to affect an array of stakeholders and target publics. Students will learn the basics of how integrated marketing communication has evolved from disparate skill sets (advertising, public relations, marketing, social media, e.g.) into a unified approach to communicating to various market segments. In addition, they will explore the various elements of IMC and learn the advantages of each and their optimal application in the marketplace.
**Offered:** every fall.

**COM 302 Strategic Communication in Teams**
3 Credits
Communication processes and strategic implementation of messages involving task and maintenance messaging, leadership strategies for team building, conformity, shift-to-risk and development. Some emphasis on skill development.
**Offered:** every other year.

**COM 304 Family Communication**
3 Credits
Examines contemporary family communication theories, concepts, models and research. Special emphasis on improving family communication across the lifespan.
Fulfills College Core: Field 5 (Social Sciences)
**Offered:** every other year.

**COM 308 Social Media Effects**
3 Credits
Survey of scholarship on the effects of social media on individuals, relationships, communities, and organizations. Course emphasizes creating and evaluating social media content for strategic, ethical, and effective personal and professional use.
**Offered:** spring of odd-numbered years.

**COM 311 Principles of Advertising**
3 Credits
Focused on the strategic impact of advertising as part of marketing, which includes history and development, agencies, audiences, advertising and social media, campaign objectives, budget, creativity and ethics. (DMA elective).
**Offered:** every fall.

**COM 312 Public Relations: Principles and Practices**
3 Credits
Historical antecedents and contemporary strategic 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:** every fall.

**COM 315 Advertising and the Creative Process**
3 Credits
Study of techniques, tools and theories for generating innovative concepts and ideas. Emphasize application to strategic advertising context. (DMA elective).
**Offered:** occasionally.

**COM 318 Organizational Communication**
3 Credits
Communication principles and practices, including communicator style variables, communication flow and competent superior-subordinate communication.
**Offered:** fall.

**COM 319 Training and Development**
3 Credits
Methods for assessing training needs within organizations, and designing, implementing and assessing outcomes of training. Emphasis on principles of effective training and development of training competencies. Students develop training skills.
Fulfills College Core: Oral Communication
**Offered:** every spring.

**COM 320 Advertising Writing**
3 Credits
Covers a variety of ways of developing advertising copy (copywriting) and creative concepts, based on strategic marketing goals. Includes workshop writing for print, electronic and social media tactics.
**Offered:** every other year.

**COM 325 Audience Analysis & Media Message Design**
3 Credits
Focuses on theoretical approaches and practical skills. Students learn to analyze, think critically and produce effective mediated messages.
COM 327 Impact of Culture, Race, and Gender on Message Design 3 Credits
Examines the impact of culture, race, and gender in social interactions with special emphasis on contemporary theories, concepts, and research on this topic. Understand why communication misunderstandings occur linked to gender, race, and culture and how to communicate competently to remediate and/or eliminate future communication problems.
Offered: every other year.

COM 328 Screenwriting 3 Credits
The fundamentals of developing an idea into a screenplay or teleplay. Explores characters, story, dialogue, and the business of screenwriting.
Offered: occasionally.

COM 330 PR and Promotional Writing 3 Credits
Theoretical perspectives on various forms of promotional writing and the applications of each. Writing and editing skills. Students produce a portfolio demonstrating their understanding of public relations and promotional writing tools and techniques based on strategic objectives.
Offered: spring.

COM 337 Constructive Uses of Humor 3 Credits
Survey of humor theories, concepts, and research emphasizing the benefits of humor in education, medicine, business, and relational contexts. Learn how to enact humor competently in social interactions and create humorous content to promote products, services, people, behavior, and social initiatives.
Offered: every other year.

COM 339 Health Communication 3 Credits
Focus on health issues, health communication, and public speaking. Emphasizes critical thinking and developing effective health communication campaigns, as well as the importance of health literacy in various contexts.
Offered: every other year.

COM 340 Media Ethics 3 Credits
Explores ethics across media disciplines through the work of professional communicators - journalists, broadcasters, advertising, public relations, marketing communications practitioners. Develop practices of making media-related decisions based on principles and idealism.
Fulfills College Core: Ethics
Offered: every spring.

COM 354 Influence and Influencers: Persuasion Theory and Practices 3 Credits
Survey of classic and contemporary persuasion and social influence theories, models, and concepts. Understand how to argue effectively without damaging relationships and become a change agent at work or in your community by using effective persuasion and social influence strategies.
Offered: occasionally.

COM 361 Introduction to TV Production 3 Credits
Studio techniques, lighting, sound recording, set design, electronic graphics and editing, production of live and edited programs in studio. (DMA elective).
Offered: every other year.

COM 367 Broadcast Industries and Audiences 3 Credits
Explores all aspects of broadcasting and cable, including history, technology, programs and programming, audience measurement and analysis, commercial and non-commercial operations, and how to utilize broadcast media to effectively communicate with and serve audiences.
Offered: every 2-3 years.

COM 374 Film History 3 Credits
Development of film making and cinema art from 1895 through World War II. Students study, view, and discuss classic silent and sound pictures from Hollywood and abroad. (DMA elective. Also accepted for Art History major/minor credit).
Offered: every other year.

COM 375 Film Classics 3 Credits
The development of cinema worldwide from World War II through the 1990s. Study, view and discuss films representative of major directors, genres and national cinema movements. (DMA elective. Also accepted for Art History major/minor credit).
Offered: every other year.

COM 376 Film Genres 3 Credits
Students who are interested in film professionally or personally are invited to view sequences from the finest motion pictures made in the past 100 years. The course will present an overview of the types (genres) of films, including: Action-Adventure, Animation, Avant-Garde, Children's Comedy, Crime, Cult Movies, Documentary, Drama, Film Noir Historical, Horror, Melodrama, Musical, Mystery, Romance, Science Fiction and Fantasy, Serials, War, and the Western.
Offered: every other year.

COM 378 American Film Directors 3 Credits
A survey of representative film directors working on American productions of the twentieth-century and beyond. DMA elective. Also accepted for Art History major/minor credit. (Offered Online)
Offered: occasionally.

COM 383 Conflict Strategy and Tactics 3 Credits
Conflict occurs in all relationships. This course focuses on analyzing how and why conflict occurs in our personal and professional lives. The focus in understanding strategic communication strategies for facilitating and resolving conflict. Case studies and simulations are used to emphasize theory and application of conflict resolution strategies, facilitation, negotiation and mediation.
Offered: occasionally.

COM 385 Media & Children 3 Credits
Learn about the role of television in children's lives. Course explores children's television use, the development and content of children's television programs (both commercial and educational), television and the family, and children's advertising.
Offered: occasionally.

COM 411 Advertising Campaigns 3 Credits
This course examines current and classic advertising campaigns for technique and effectiveness. Students will also develop their own advertising campaigns.
Prerequisite: COM 311 or permission of instructor.
Offered: every other year.

COM 414 Issues in Integrated Marketing Communications 3 Credits
In this Core Capstone seminar, students explore a range of contemporary issues in advertising, public relations and marketing communications (IMC). They include: consumerism, social effects, privacy and social media, sexual and minority portrayals, political communication, messaging, and more. These are viewed against ethical, justice, global and diversity attributes. Recommend COM/ADV, COM/PR or MKT background.
Restriction: senior standing.
Fulfills College Core: Core Capstone
Offered: fall & spring.
COM 479 World Cinema 3 Credits
Award-winning and critically acclaimed films from different countries and cultures are studied through weekly screenings and written logs. By examining cinema practices beyond Hollywood, student experience alternative ways of using the universal language of cinema to tell stories and express the human condition from other national and artistic perspectives. Also accepted for Art History major/minor credit.
Offered: every other year.

COM 488 Internship I Seminar 1-12 Credits
Student experientially learns communication functions in compatibly matched professional setting, locally or out-of-town. Faculty and on-site supervision. Seminar required. Pass/fail. May be repeated as COM 498; 12-credit limit for COM 488 and COM 498 combined. Information about the internship application process is available on the Communication Studies Department website.
Prerequisite: junior or senior standing, minimum overall GPA of 2.50, minimum communication studies average of 2.70, & approval by department faculty. Restriction: must be COM major.
Offered: every fall, spring, & summer.

COM 498 Internship II Seminar 3-9 Credits
Sequel to COM 488 for students taking multiple internships. Each student is limited to a combined total of 12 credit hours for COM 488 and COM 498.
Prerequisite: junior or senior standing, minimum overall GPA of 2.50, minimum communication studies average of 2.70, & approval by department faculty. Restriction: must be COM major.
Offered: every semester.

COM 499 Independent Study 3 Credits
Student conducts original project or self-designed course of study under the tutelage of Communication Studies faculty member. Offered only in very specific circumstances. Independent studies require an application and approval by the associate dean.
Prerequisite: junior or senior standing; & permission of instructor, chair, & associate dean. Restriction: must be COM major.