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**COM 201 Oral Communication**

Study and practice of concepts, processes and techniques of effective verbal communication in face-to-face, small group and public-address contexts. Speeches required.

Fulfills College Core: Oral Communication

Offered: fall & spring.

**COM 202 Communication Theory**

Fundamental forms of communication theory and perspectives are explored and related to daily life applications and particular lines of research in relational, group, organizational, gender, social media, public and mass mediated communication contexts.

Offered: every spring.

**COM 203 Writing for the Public Media**

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: fall & spring.

**COM 204 Interpersonal Communication**

Examines the theoretical and pragmatic aspects of interpersonal communication in various contexts to enhance self-awareness and effective self-expression in relationships.

Fulfills College Core: Field 5 (Social Sciences)

Offered: fall & spring.

**COM 205 Mass Communication and Society**

Survey of mass communication processes and the mass media in terms of development, industry structure, functions, effects and interactive relationships with American society.

Fulfills College Core: Field 5 (Social Sciences)

Offered: fall & spring.

**COM 206 Introduction to Research Methods**

The fundamentals of the scientific method, especially the basics of research methods, designs and hypothesis testing.

Offered: every fall.

**COM 211 Introduction to Integrated Marketing Communication**

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 Small Group Communication**

Communication variables in small groups involving task, maintenance, leadership, conformity, shift-to-risk and development. Some emphasis on skill development.

Offered: every other year.

**COM 304 Family Communication**

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**

This course provides an overview of the effects of social media use on our interactions and relationships. It also examines individual differences in social media use as well as how social media is used to manage one's identity. Open to Communications Studies majors and minors only.

Offered: spring of odd-numbered years.

**COM 311 Principles of Advertising**

The fundamentals of advertising, including history and development, advertising media, marketing, audiences, campaign objectives, budget, creativity and agency functions. (DMA elective).

Offered: fall.

**COM 312 Public Relations: Principles and Practices**

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. (ADV/PR sequence).

Offered: fall.

**COM 315 Advertising and the Creative Process**

Study of techniques, tools and theories for generating innovative concepts and ideas. Emphasize application to advertising context. (DMA elective).

Offered: every other year.

**COM 318 Organizational Communication**

Communication principles and practices, including communicator style variables, communication flow and competent superior-subordinate communication.

Offered: fall.

**COM 319 Training and Development**

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.

Prerequisite: COM 201.

Fulfills College Core: Oral Communication

Offered: every spring.

**COM 320 Advertising Writing**

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 325 Media Literacy**

Focuses on theoretical approaches and practical skills. Students learn to analyze, think critically and produce effective mediated messages through the production of a service-oriented video project. Service Learning Option. (DMA, JRN elective).

Offered: every other year.

**COM 327 Gender Differences in Human Communication**

Examines gender as a variable of interest in social interaction with special emphasis on contemporary gender theories, concepts, and research. Understand the reasons why communication misunderstandings related to gender differences occur.

Offered: every other year.
COM 330 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. (ADV/PR).
Offered: spring.

COM 335 Communication and Personality  3 Credits
The role of personality in human communication (especially argumentative and aggressive traits). Emphasis on critical thinking and constructive arguing. Students develop arguing skills.
Offered: every other year.

COM 337 Constructive Uses of Humor  3 Credits
Survey of classic and contemporary humor theories, concepts and research. Special emphasis on research that highlights the benefits of humor in education, medicine, business and relational contexts.
Offered: every other year.

COM 340 Media Relations  3 Credits
One form of public relations is communicating with audiences through the news media. This course focuses on the principles and practices of media relations. (ADV/PR sequence).
Offered: every other year.

COM 348 Environmental Communication  3 Credits
Writing about the environment began in earnest with Thoreau, continued with Rachel Carson and Silent Spring, and is an important issue for journalists, PR specialists, environmental scientists and ordinary citizens. This course examines issues in environmental communication from the various public roles. (ADV/PR sequence).
Offered: every other year.

COM 350 Health Communication  3 Credits
Examines how communication plays a role in the health decisions people make from a variety of perspectives. Focuses on theoretical approaches to health communication, influence tactics, challenges associated with medical adherence/compliance gaining, caregiver-client communication, how personality affects health decisions, nonverbal and verbal factors in the health interaction, and social-cultural factors in health.
Offered: every other year.

COM 351 Media Ethics  3 Credits
Explores ethics across media disciplines through the work of professional communicators -- journalists, broadcasters, advertising and public relations practitioners. Develop practices of making crucial media decisions based on principles and idealism.
Fulfills College Core: Ethics
Offered: fall.

COM 352 Advanced Interpersonal Seminar  3 Credits
This class examines interpersonal communication theories, concepts and models. Students learn more about how interpersonal communication research is conducted and develop an original research project on some aspect of interpersonal communication.
Prerequisites: minimum grade of C in COM 204.
Offered: occasionally.

COM 353 Advertising Account Strategies  3 Credits
Account management is a critical component of marketing and communications. We'll cover the practical aspects of planning, client-agency relationships, functioning effectively in a creative environment, working with media outlets and start to learn how to develop an integrated marketing communications program.
Offered: occasionally.

COM 354 Persuasion  3 Credits
Students explore classic and contemporary persuasion theories, models and concepts. Students participate in semester long persuasion and social influence projects where they apply theories and concepts.

COM 359 Communication and Sports  3 Credits
Why do so many people enjoy playing, watching, and talking about sports? This course examines the significance of interpersonal communication in the context of sports. Communication interactions between coaches and athletes, athletes and teammates, coaches and parents, and parents and athletes are explored.
Offered: every other year.

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 Broadcasting in America  3 Credits
Explores all aspects of broadcasting and cable, including history, technology, programs and programming, the ratings, commercial and non-commercial operations, and effects.
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. 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 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, Biopic, 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 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 408 Seminar: Special Topics and Not-for-Profit Organizations  
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 411 Advertising Campaigns  
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.  
Prerequisite: COM 311 or permission of instructor.  
Offered: every other year.

COM 412 Public Relations Case Studies  
Students will become familiar with a process for public relations problem-solving through analysis of a variety of PR case studies in major areas of the field, including employee relations, consumer relations, media relations and crisis communications. (ADV/PR sequence).  
Offered: every other year.

COM 413 Public Relations Campaigns  
Examines PR campaigns as the concerted efforts of an organization to build socially responsible relationships by achieving research-based goals through the application of communication strategies and the measurement of outcomes. Students produce an actual campaign.  
Prerequisite: COM 312 or permission of instructor.  
Offered: every other year.

COM 414 Issues in Integrated Marketing Communications  
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 415 Partnerships and the Not-For-Profit Organization  
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 416 Fund Raising and Development at Not-for-Profit Organizations  
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 417 Interviewing  
Examines the underlying principles of interviewing in professional, business, and research settings and research providing validation of these principles. Students develop skills in interviewing through class projects and in-class exercises. Students develop the ability to probe well, to avoid making unwarranted assumptions, and, accurately, to record information during interviews.  
Offered: every other year.

COM 418 Investigative Reporting  
Students learn to develop information and reporting skills in multi-platform environments that are essential for investigative reporting. The course focuses on research skills and methods, legal issues in investigative reporting, and ethical considerations.  
Offered: every other year.

COM 419 Video Production  
Students learn the basics of video production, including scriptwriting, shooting techniques, and editing. The course is designed to prepare students for producing and editing video projects in a variety of contexts.  
Offered: spring of odd-numbered years.

COM 420 Video Production II  
This course builds on the skills and knowledge gained in COM 419. Students work on more complex video projects, focusing on advanced editing, post-production, and distribution strategies.  
Offered: fall of even-numbered years.

COM 421 Digital Media and Society  
This course explores the role of digital media in society, focusing on issues of culture, technology, and policy. Students examine the impact of digital media on communication, politics, and society.  
Offered: spring of even-numbered years.

COM 422 Public Relations Campaigns  
This is an applied course that will expect students to create integrated marketing communication plans including media strategies, as well as develop complete creative concepts and tactics that will address those plans and media strategies. Students will produce portfolio pieces as outcomes. Students will demonstrate a working knowledge of how to construct a basic integrated marketing communication plan; demonstrate an understanding of what media are most appropriate for reaching specific targets; and demonstrate a working knowledge of how to create communication tactics that address specific marketing strategies and targets.  
Offered: every spring.

COM 423 Public Relations Campaigns  
This course examines professional or public relations campaigns as the concerted efforts of an organization to build socially responsible relationships by achieving research-based goals through the application of communication strategies and the measurement of outcomes. Students produce an actual campaign.  
Prerequisite: COM 312 or permission of instructor.  
Offered: every other year.

COM 424 Capstone Project  
This course is designed for public relations students to produce a comprehensive, professional public relations campaign. Students will develop, implement, and evaluate a public relations campaign, utilizing concepts and strategies learned in previous courses.  
Restriction: must be COM major.  
Offered: every fall, spring, & summer.

COM 425 Creative Writing for Non-Profit Organizations  
This course is designed to help students develop their creative writing skills for use in non-profit organizations. Students will learn how to write compelling stories and messages that effectively communicate the mission and values of a non-profit organization.  
Offered: every spring.

COM 426 Public Relations in Human Services  
This course is designed to introduce students to the role of public relations in human service organizations. Students will learn about the ethical and legal considerations in public relations, and how to develop and implement public relations strategies for human service organizations.  
Offered: every fall.

COM 427 Public Relations and Social Change  
This course explores the role of public relations in social change movements. Students will learn about the history and development of social change movements, and how public relations strategies can be used to advance social change goals.  
Offered: every spring.

COM 428 Internship I Seminar  
Student experientially learns communication functions in compatible matched professional setting, locally or out-of-town. Faculty and on-site supervision. Seminar required. Pass/fail. May be repeated as COM 498; 1-12 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 other year.

COM 429 Internship II Seminar  
Continuation of COM 488. Internship continues in matched professional setting, locally or out-of-town. Faculty and on-site supervision. Seminar required. Pass/fail. May be repeated as COM 498; 1-12 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 other year.

COM 430 Public Relations and Social Change  
This course explores the role of public relations in social change movements. Students will learn about the history and development of social change movements, and how public relations strategies can be used to advance social change goals.  
Offered: every spring.

COM 431 Public Relations and Social Change  
This course explores the role of public relations in social change movements. Students will learn about the history and development of social change movements, and how public relations strategies can be used to advance social change goals.  
Offered: every spring.

COM 432 Public Relations and Social Change  
This course explores the role of public relations in social change movements. Students will learn about the history and development of social change movements, and how public relations strategies can be used to advance social change goals.  
Offered: every spring.

COM 433 Public Relations and Social Change  
This course explores the role of public relations in social change movements. Students will learn about the history and development of social change movements, and how public relations strategies can be used to advance social change goals.  
Offered: every spring.

COM 434 Public Relations and Social Change  
This course explores the role of public relations in social change movements. Students will learn about the history and development of social change movements, and how public relations strategies can be used to advance social change goals.  
Offered: every spring.
**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.