**COMMUNICATION STUDIES - COM**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
<th>Semester Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 201</td>
<td>Oral Communication</td>
<td>3</td>
<td>fall &amp; spring</td>
</tr>
<tr>
<td>COM 202</td>
<td>Communication Theory</td>
<td>3</td>
<td>every spring</td>
</tr>
<tr>
<td>COM 203</td>
<td>Writing for the Public Media</td>
<td>3</td>
<td>every fall &amp; spring</td>
</tr>
<tr>
<td>COM 204</td>
<td>Interpersonal Communication</td>
<td>3</td>
<td>fall &amp; spring</td>
</tr>
<tr>
<td>COM 205</td>
<td>Mass Communication and Society</td>
<td>3</td>
<td>fall &amp; spring</td>
</tr>
<tr>
<td>COM 206</td>
<td>Introduction to Research Methods</td>
<td>3</td>
<td>fall &amp; spring</td>
</tr>
<tr>
<td>COM 211</td>
<td>Introduction to Integrated Marketing Communication</td>
<td>3</td>
<td>every fall</td>
</tr>
<tr>
<td>COM 302</td>
<td>Small Group Communication</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 304</td>
<td>Family Communication</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 308</td>
<td>Social Media Effects</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 311</td>
<td>Principles of Advertising</td>
<td>3</td>
<td>fall</td>
</tr>
<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 315</td>
<td>Advertising and the Creative Process</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 319</td>
<td>Training and Development</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 320</td>
<td>Advertising Writing</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 325</td>
<td>Media Literacy</td>
<td>3</td>
<td>every other year</td>
</tr>
<tr>
<td>COM 327</td>
<td>Gender Differences in Human Communication</td>
<td>3</td>
<td>every other year</td>
</tr>
</tbody>
</table>

**Fulfills College Core:** Oral Communication

**Prerequisite:** COM 201.

**Field 5 (Social Sciences):**
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. 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, 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 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 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 411 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.
Prerequisite: COM 311 or permission of instructor.
Offered: every other year.

COM 412 Public Relations Case Studies 3 Credits

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 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 415 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 416 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 418 Interviewing 3 Credits

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 422 Public Relations Campaigns 3 Credits

Designed as a capstone course for public relations students, this course 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 478 Capstone Project 3 Credits

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 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 3-9 Credits

Student experientially learns communication functions in a matched professional setting, locally or out-of-town. Faculty and on-site supervision. Seminar required. Pass/fail. May be repeated as COM 489; 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 semester.

COM 491 Video Institute I 3 Credits

Students are immersed in the development and creation of original video/film projects, which may take the form of a service-oriented video for a non-profit organization or a social documentary. May be repeated as COM 492.
Offered: every other year.

COM 492 Video Institute II 3 Credits

Sequel to COM 491. Students are immersed in the development and creation of original video/film projects, which may take the form of a service-oriented video for a non-profit organization or a social documentary.
Prerequisites: COM 491
Offered: every other year.
COM 498 Internship II Seminar  
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  
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.