COMMUNICATION STUDIES - COM

COM 201 Oral Communication 3 Credits
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 3 Credits
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 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: fall & spring.

COM 204 Interpersonal Communication 3 Credits
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 3 Credits
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 3 Credits
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 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 Small Group Communication 3 Credits
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 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
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 3 Credits
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 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. (ADV/PR sequence).
Offered: 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 advertising context. (DMA elective).
Offered: every other year.

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. Emphasize application to advertising context. (DMA elective).
Offered: every other year.

COM 320 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 325 Media Literacy 3 Credits
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 3 Credits
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.
**Communication Studies - COM**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
<th>Description</th>
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<tbody>
<tr>
<td>COM 330</td>
<td>Public Relations Writing</td>
<td>3</td>
<td>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).</td>
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<tr>
<td>COM 335</td>
<td>Communication and Personality</td>
<td>3</td>
<td>The role of personality in human communication (especially argumentative and aggressive traits). Emphasis on critical thinking and constructive arguing. Students develop arguing skills.</td>
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<tr>
<td>COM 337</td>
<td>Constructive Uses of Humor</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 340</td>
<td>Media Relations</td>
<td>3</td>
<td>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).</td>
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<tr>
<td>COM 348</td>
<td>Environmental Communication</td>
<td>3</td>
<td>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).</td>
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<tr>
<td>COM 350</td>
<td>Health Communication</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 351</td>
<td>Media Ethics</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 353</td>
<td>Advertising Account Strategies</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 354</td>
<td>Persuasion</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 359</td>
<td>Communication and Sports</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 361</td>
<td>Introduction to TV Production</td>
<td>3</td>
<td>Studio techniques, lighting, sound recording, set design, electronic graphics and editing, production of live and edited programs in studio. (DMA elective).</td>
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<tr>
<td>COM 367</td>
<td>Broadcasting in America</td>
<td>3</td>
<td>Explores all aspects of broadcasting and cable, including history, technology, programs and programming, the ratings, commercial and non-commercial operations, and effects.</td>
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<tr>
<td>COM 374</td>
<td>Film History</td>
<td>3</td>
<td>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).</td>
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<tr>
<td>COM 375</td>
<td>Film Classics</td>
<td>3</td>
<td>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).</td>
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<tr>
<td>COM 376</td>
<td>Film Genres</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 378</td>
<td>American Film Directors</td>
<td>3</td>
<td>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)</td>
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<tr>
<td>COM 385</td>
<td>Media &amp; Children</td>
<td>3</td>
<td>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.</td>
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<tr>
<td>COM 411</td>
<td>Advertising Campaigns</td>
<td>3</td>
<td>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.</td>
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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 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 1-12 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 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 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 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.