

COMMUNICATION STUDIES (COM)

COM 510 Organizational Communication Credits: 3

Typically Offered: Spring.

Course Description: Theories, applications, research and problems in human communication within a variety of organizational environments; the relationship of communication to motivation, leadership, organizational culture, organizational structure, and other advanced topics. **Prerequisite(s):** Graduate standing.

COM 530 Social Media Branding Credits: 3

Typically Offered: Spring.

Course Description: This course provides experience with current and emerging social media tools and digital technologies. Students will gain knowledge about various opportunities for strategically implementing digital, social and mobile media into strategic communication practices and research. They will engage in managing their own online reputation as well as a business/organization's identity through a mastery of social media applications.