# COMMUNICATION (COM)

**COM 104 Oral Communication Credits: 3**
**Typically Offered:** Fall, Spring, Summer.
**Course Description:** Principles of speech as applied in meaningful participation in society.
**CORE 42:** MOTR COMM 110; Fundamentals of Public Speaking (attribute MO22)

**COM 205 Introduction to Mass Media Credits: 3**
**Typically Offered:** Fall.
**Course Description:** Exploration of the history and development of the mass media in the United States and mass communication theory. Also includes discussion of issues currently affecting the media, including newspapers, film, radio, and television as well as advertising and public relations.
**CORE 42:** MOTR SBSC 100; Introduction to Mass Communications (attribute MO11)

**COM 210 Presentational Communication Credits: 3**
**Typically Offered:** Spring.
**Course Description:** Theory and practice of constructing public presentations including: media use, organization, delivery, means of appeal, and analysis of audience and setting. **Prerequisite(s):** COM 104.

**COM 215 Introduction to Public Relations Credits: 3**
**Typically Offered:** Spring.
**Course Description:** This introductory course examines the practice of public relations, how public relations operates in organizations, its impact on publics and its functions in society including theory and models, social media usage, current trends, and ethical professional standards. **Prerequisite(s):** COM 104.

**COM 305 Interpersonal Communication Credits: 3**
**Typically Offered:** Fall.
**Course Description:** Analyzes communication interaction in relatively unstructured, person-to-person settings with application of interpersonal communication concepts to resolving problems emerging from human interactions. **Prerequisite(s):** COM 104.

**COM 311 Crisis and Risk Communication Credits: 3**
**Typically Offered:** Spring.
**Course Description:** Using a case study approach of recent organizational and individual crisis events, this course examines the strategic communication practices and theories throughout the stages of a crisis event including risk perception and management. Emphasis placed on strategic crisis management planning, preparing crisis message responses and apologies, audience analysis, social media responses, image restoration, and ethical responses.

**COM 342 Intercultural Communication Credits: 3**
**Typically Offered:** Spring.
**Course Description:** Studies communication between and among people from different cultures. Topics include cultural patterns, value orientations, verbal and nonverbal codes, cultural identity, culture shock, acculturation, perception, and stereotyping. **Prerequisite(s):** COM 104.

**COM 350 Selected Topics in Communication Credits: 3**
**Typically Offered:** Departmental Discretion.
**Course Description:** Specialized course work in the field of speech communication and theatre/video. May be taken up to two times for credit with different topics. **Prerequisite(s):** COM 104 or departmental approval.

**COM 410 Organizational Communication Credits: 3**
**Typically Offered:** Spring.
**Course Description:** Theories and problems of human communication within a variety of organizational settings; the relationship of communication to motivation, organizational structure, nonverbal behavior, surroundings, leadership style, and information accuracy. **Prerequisite(s):** COM 104

**COM 415 Public Relations Campaigns Credits: 3**
**Typically Offered:** Spring (even-numbered years).
**Course Description:** Development of the processes and strategies of strategic communication campaigns including research, organization, programming and evaluation. A service learning component requires student pairing with a local client for completion of actual strategic communication campaign plan. **Prerequisite(s):** A grade of C or higher in COM 215, JOU 227, and COM 420.

**COM 420 Research Methods in Communication Credits: 3**
**Typically Offered:** Fall (odd-numbered years).
**Course Description:** The course covers a variety of qualitative and quantitative communication research methods. Students will be involved in critical analysis of previous research, and conceptualization and implementation of future research. **Prerequisite(s):** COM 104.

**COM 450 Independent Research/Project Credits: 1-5**
**Typically Offered:** Departmental Discretion.
**Course Description:** Investigation of a research problem, project, or topic on an individual conference basis. May be repeated for credit.

**COM 460 Internship Credits: 1-6**
**Typically Offered:** Fall, Spring, Summer.
**Course Description:** The student will develop objectives related to the discipline and carry out those responsibilities through an internship as approved by the director. Applies theory and skills to actual work situations. Professionally supervised work experiences related to the student's area of interest. (Forty hours of work for one credit hour.) Graded pass/fail. May be taken for up to 12 credit hours. **Prerequisite(s):** Declared departmental major, minimum overall GPA of 2.5, one COM or JOU course 200 or above, and approval of the internship director.

**COM 482 Public Relations Writing Credits: 3**
**Typically Offered:** Fall (odd-numbered years).
**Course Description:** This workshop course emphasizes audience analysis, writing, and editing. Students will engage in writing for press releases, brochures, newsletters, blogs, social media, and feature stories. **Prerequisite(s):** A grade of C or higher in COM 215.