

# COMMUNICATION (COMM)

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**COMM 101 Fund/Speech Communication 3 Credit Hours (3,0)**

A study of communication theory as it relates to the oral sender and receiver in interpersonal, dyadic, small group, and public speaking situations. Application will be in perceptual analysis, dyadic encounters, small group problem-solving and discussion, and public speaking situations.

**COMM 201 Small Group Communication 3 Credit Hours (3,0)**

Analysis of verbal communication in small groups as related to information processing, problem solving, agenda establishment, decision making and policy formation.

**Prerequisite(s):** COMM101

**COMM 210 Business & Prof Speaking 3 Credit Hours (3,0)**

An introduction to basic skills, principles and contexts of communication in business and professional settings. Application will be in presentational, team-building and interviewing skills.

**Prerequisite(s):** COMM101

**COMM 211 Advanced Public Speaking 3 Credit Hours (3,0)**

A grounding in upper-level public address with an emphasis on both informative and persuasive strategies. It will be taught using a combination of lecture, discussion, video analysis and critiques, and speeches.

**Prerequisite(s):** COMM101

**COMM 225 Interpersonal Communication 3 Credit Hours (3,0)**

An introduction to interpersonal communication theory, with a focus on improved understanding of relationships and an improved ability to communicate more effectively with a variety of people.

**Prerequisite(s):** COMM101

**COMM 280 Understanding Mass Media 3 Credit Hours (3,0)**

Acquaints students with the basic similarities and differences in newswriting among the mass media, particularly newspapers, radio and television. Students will practice writing in the various formats.

**Prerequisite(s):** ENGL110

**COMM 302 Argumentation & Advocacy 3 Credit Hours (3,0)**

Provides a practical grounding in the methods of public debate. Students are familiarized with theoretical frameworks for testing propositions through direct clash of evidence and arguments. The emphasis is on practical experience gained through experiences in oral argument.

**Prerequisite(s):** COMM101

**COMM 307 Classical/Contemp Rhetoric 3 Credit Hours (3,0)**

A study of the development of rhetoric beginning with the Greeks and continuing to the present. An emphasis will be placed on the influences of past rhetoric to current theory.

**Prerequisite(s):** COMM101

**COMM 308 Communication Theory 3 Credit Hours (3,0)**

A study of the sources, dimensions and applications of contemporary communication theory, including the impact of mass communication in modern society.

**Prerequisite(s):** COMM101

**COMM 320 Public Relations 4 Credit Hours (4,0)**

Public relations theory and practice will form the two emphases of the course. Theory will be explored and discussed as foundation for application of public relation concepts and strategies. Students will be responsible for working with organizations in order to develop realistic PR campaigns which reflect the awareness of the significant structures and responsibilities involved in a professional approach to public relations.

**Prerequisite(s):** COMM101

**COMM 325 Organizational Communication 3 Credit Hours (3,0)**

Focus on oral communication as it impacts on and permits coordination among people and thus allows for organized behavior. Focus on business and organizational contexts for interpersonal transactions. Participant involvement in simulation designed to generate insights into the elements involved in coordinated and competitive organizational communication. Selected topics for theory and practice: Interpersonal transactions, communication rules, conflict management, negotiations, trust, power and influence.

**Prerequisite(s):** COMM101

**COMM 399 Internship in Communication 1-4 Credit Hours**

This course is designed to provide students with an opportunity to earn credit while obtaining meaningful discipline-related work experience outside the classroom setting. Students are expected to spend a minimum of 45 hours in an approved work setting for each credit hour earned. The course may be repeated for a maximum of four credits. 1-4  
**Prerequisite(s):** 2.5 GPA in major, junior standing and permission of department head at least one semester in advance of registering for the course

**COMM 416 Communication in Leadership 3 Credit Hours (3,0)**

An advanced application of theory from the speech communication field to issues in organizational leadership. Leadership theory is surveyed from the speech communication perspective, with an eye toward building applicable skills. Particular emphasis is laid upon cultivating the ability to continue the process following the conclusion of the course.

**Prerequisite(s):** COMM101

**COMM 490 Senior Dir Stdy Communication 3,4 Credit Hours**

This course is designed to allow communication majors the opportunity to develop and implement a project/paper using the skills and knowledge from their previous course work. Projects/papers should relate to a student's individual areas of interest within the communication discipline, and represent a synthesis of their previous learning under the supervision of an appropriate faculty member. 3-4

**Prerequisite(s):** senior status and approval of the appropriate chair(s)