

## Communications (COMM)

### Courses

#### **COMM 110. Fundamentals of Public Speaking. 3 Credits.**

A basic speech course designed to introduce the student to the principles of oral communication, including the content, organization, and delivery of public address. This course is an introduction to interpersonal and group communication concepts. Emphasis is placed on extemporaneous speaking, effective listening, and critical evaluation.

**Typically Offered:** Fall, Spring, Summer.

#### **COMM 112. Understanding Media and Social Change. 3 Credits.**

An exploration of the purpose, function, and impact of media on society.

**Typically Offered:** Summer, even years.

#### **COMM 114. Human Communication. 3 Credits.**

Overview of communication theory with emphasis on information transmission and social influence functions of communication behavior in personal and mediated contexts.

**Typically Offered:** On sufficient demand.

#### **COMM 175. Student Media Critique. 1 Credit.**

This seminar explores audience-engagement of media through critical analysis of student and professional media. Students will meet weekly and analyze Viking Student Media products along with academic and professional guest critics.

**Typically Offered:** Fall, Spring.

**Grading:** S/U only.

**Repeatable:** Up to 8 Credits.

#### **COMM 200. Introduction to Media Writing. 3 Credits.**

An introduction to the principles of writing articles and stories for newspapers, radio, television, and the Internet. Topics include news gathering, interviewing, basic story structures and types, style and ethics.

**Typically Offered:** Fall.

#### **COMM 211. Oral Interpretation. 3 Credits.**

A course focused on the study of the development of effective vocal techniques through the analysis and performative reading of all types of literature.

**Typically Offered:** Fall.

#### **COMM 212. Interpersonal Communication. 3 Credits.**

An examination of styles, patterns, and challenges in human communication in both verbal and nonverbal contexts.

**Typically Offered:** Spring, Summer.

#### **COMM 216. Intercultural Communication. 3 Credits.**

An exploration of cross-cultural and intercultural communication, focusing on definitions, concepts, and theories in global environments. Special emphasis is placed on intercultural norms and etiquette, gender issues, and ELL/bilingual considerations, particularly within the framework of corporate communications.

**Typically Offered:** Fall, Summer.

#### **COMM 294. Independent Study. 1-3 Credits.**

Directed reading, study, and/or activities in selected topics.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

#### **COMM 299. Special Topics. 1-4 Credits.**

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

#### **COMM 304. Corporate Communication. 3 Credits.**

A course designed to acquire mastery in the facilitation skills required of corporate trainers. The class will focus on presentation technology, visuals, questioning techniques, participant-centered presentations, and facilitator presence. Students will develop several training tools such as surveys, assessment instruments, and visual aids. Students will also develop a training manual, group facilitation, and PowerPoint presentation.

**Typically Offered:** Fall.

#### **COMM 311. Communication and Interviewing. 3 Credits.**

An examination of the theory and practice of interviews and interviewers. The class centers on conducting and participating in a variety of interview types. Strategies distinctive in interviews are considered. Class discussions and investigate communication theory in interpersonal, organizational, and mass communications contexts.

**Typically Offered:** Fall.

#### **COMM 312. Gender Communication. 3 Credits.**

An exploration of the philosophical and theoretical issues surrounding gender construction, communication, and culture. Focus is on ways communication in families, schools, media, business, and other institutions create and sustain gender roles. Recommended: COMM 212.

**Typically Offered:** Spring-even yrs; Summer-odd yrs.

#### **COMM 314. Public Relations. 3 Credits.**

An introduction to the functions, scope, and ethics of public relations. Particular emphasis will be given to the ways of gaining public support for an activity, cause, movement, or institution and public relations copywriting. Recommended: COMM 200.

**Typically Offered:** Spring.

**Prerequisite:** ENGL 120 or ENGL 125.

#### **COMM 315. Digital Communication. 3 Credits.**

An introduction to the developmental and presentation of informative and persuasive messages in an electronic environment. An emphasis is placed on the effective use of language and visual graphics to maintain a digital audience. Recommended: COMM 200 and CIS 170.

**Typically Offered:** Fall, odd years.

#### **COMM 330. Understanding Statistics. 3 Credits.**

This course is an introduction to descriptive, inferential, and correlated statistics. Emphasis is placed on determining when to use each type of test and how to read and discuss statistical analyses. Cross-referenced with POLS 330, PSYC 330, and SOC 330.

**Typically Offered:** Fall.

**Prerequisite:** MATH 103 or MATH 104.

**Same As:** COMM/POLS/PSYC/SOC 330.



### COMM 340. Research Methods. 3 Credits.

An exploration of social research processes and analyses. Fundamentals and specific application of the most common data gathering and measurement techniques are addressed.

**Typically Offered:** Spring.

**Prerequisites:** ENGL 110, ENGL 120 or ENGL 125, and COMM 330/POLS 330/PSYC 330/SOC 330.

**Same As:** COMM/POLS/PSYC/SOC 340.

### COMM 344. Reporting and Feature Writing. 3 Credits.

A study of news gathering, judgment, and writing. Topics include beat reporting, profiles, columns, and blogging.

**Typically Offered:** On sufficient demand.

### COMM 350. Issues in Communication. 3 Credits.

An advanced course of selected issues, theories, and philosophies in the field of communication.

**Typically Offered:** Fall.

### COMM 360. Group Dynamics. 3 Credits.

An examination of human interaction within groups. Small group processes are practiced. Theories of interpersonal relations, team building, leadership, and conflict management are discussed. Students will observe group dynamics by interacting within small groups and by developing group presentations. Cross-referenced with PSYC 360 and SOC 360.

**Typically Offered:** Fall.

**Prerequisite:** PSYC 111.

**Same As:** COMM 360/PSYC 360/SOC 360.

### COMM 394. Independent Study. 1-3 Credits.

Directed reading, study, and/or activities in selected topics.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

### COMM 399. Special Topics. 1-4 Credits.

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

### COMM 411. Communication Theory. 3 Credits.

A survey of communication theory and research topics as they pertain to everyday social interactions. Student explore the relationship between theory, guiding, research, and knowledge.

**Typically Offered:** Spring, even years.

### COMM 414. Social Media Management. 3 Credits.

An exploration of managing social media and analytical tools. This course explores the tools and strategical use of social media in promoting the goals and mission of both for-profit and non-profit organizations, covering advertising, marketing, public relations, and promotional strategies within the media scope of social media. Cross-referenced with MRKT 414.

**Typically Offered:** Spring.

**Prerequisite:** COMM 314 or COMM 315 or MRKT 305.

**Same As:** COMM 414/MRKT 414.

### COMM 415. Sports Information. 3 Credits.

A specialized course that focuses on preparing sports copy, public relations, and social media campaigns for athletic institutions. Students will acquire the ability to promote and analyze messages to a variety of audiences.

Recommended: COMM 200.

**Typically Offered:** Spring, odd years.

### COMM 425. Popular Culture and Rhetoric. 3 Credits.

A course that explores popular culture and rhetoric. This course covers popular culture and rhetoric as dominant persuasive influences in modern society. The course examines concepts, theories and critical methods that assist communicators to understand the power and force of language. Emphasis is placed on becoming insightful critics and consumers of everyday messages to which the public is exposed, especially through mass media.

**Typically Offered:** On sufficient demand.

**Prerequisite:** COMM 110 or COMM 114.

### COMM 483. Organizational Communication. 3 Credits.

A course focused on the study of human communication, including interaction, presentation, and management within organizations. Students will learn skills related to researching communication within organizations including survey development, network mapping, observation. Special emphasis will be given to examining the roles of culture and gender within an organization.

**Typically Offered:** Spring, odd years.

### COMM 487. Field Experience. 3-6 Credits.

An opportunity for the student to gain practical knowledge in an area of study. The student is required to complete 40 hours of work per credit and may be repeated up to a maximum of 12 credit hours. Application and approval through Program Department Chair.

**Typically Offered:** Fall, Spring.

**Prerequisite:** Cum GPA of 2.00 or higher.

**Grading:** S/U only.

**Repeatable:** Up to 12 Credits.

### COMM 491. Senior Capstone. 1 Credit.

This course will assist the student developing a professional portfolio as well as assist in job search and placement. The course will address both technical application and content.

**Typically Offered:** Fall, Spring.

**Prerequisite:** COMM 497.

**Grading:** S/U only.

### COMM 494. Undergraduate Research. 3-12 Credits.

The course is designed to integrate subject matter from major coursework and other disciplines into a project that leads to the creation of an original body of knowledge.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

### COMM 497. Internship. 3-12 Credits.

An opportunity for students to apply classroom learning to an on-the-job work experience. Internship must be related to the student's major or minor course of study and may be in any geographic location. Credit is granted in the range of three to twelve hours per semester and may be repeated up to a maximum of 12 credit hours. Application and approval through Career Services.

**Typically Offered:** Fall, Spring, Summer.

**Prerequisites:** Junior Standing or Senior Standing and cum GPA of 2.50 or higher.

**Grading:** S/U only.

**Repeatable:** Up to 12 Credits.