COMMUNICATION (COM)

COM 600 Applied Communication Theory
This course focuses on the nature and function of communication theory. It examines the role of theory in understanding communication events and explores various advanced communication theories as they apply to professional communication.

COM 601 Professional Communication Ethics
This course is designed to examine and critique a range of ethical theories regarding human behavior in interpersonal, group, professional, and mediated contexts.

COM 602 Effective Presentations
This course focuses on the development and enhancement of public presentation skills. It presents theoretical background for speaking in different types of public situations, but concentrates primarily on speech preparation and skill development. Use of presentation graphics will be included.

COM 603 Proposal Writing
This is an advanced writing course designed to show participants how to write documents commonly used to acquire investments, donations and other types of funding for non-profit and for-profit organizations. This course focuses particularly on developing the skills needed for writing proposals for grants, including interpreting a RFP, identifying and gathering content and information from multiple sources, creating a budget, and developing narratives that are competitive and compelling.

COM 604 Strategic Communication Research
This course focuses on the essential knowledge and skills needed to engage in data-based strategic decision making in communication professions. The course focuses on the role of research in setting and achieving goals, understanding research concepts, as well as the skills needed to conduct surveys, interviews, and focus groups. The course addresses how to translate and report research.

COM 605 Practicum

COM 606 Integrated Marketing Communication
This course examines the ways in which various external communication elements (advertising, public relations, and marketing) can be coordinated in order to achieve organizational goals. As part of the course, students will learn how to leverage various techniques, including social media, event marketing, media relations, and publicity to effectively promote a business or organization.

COM 608 Diversity and Inclusion
This course focuses on understanding and appreciating diverse perspectives and backgrounds of those in the workplace and increasing inclusive communication practices. The course uses self-reflection as a tool for understanding one's own perspectives and communication as they relate to diverse workforces and teaches students how to identify and engage in more inclusive professional communication.

COM 610 Leadership Communication
This course examines the role of communication in realizing effective leadership. Through exploration of leadership perspectives and communication principles, students will learn to recognize and analyze effective versus ineffective strategies, while considering situational factors such as context and audiences. Additionally, students will engage in several personal and peer skill assessments with an eye toward development and growth as effective leaders.

COM 611 Communication Technologies

COM 612 Internal Communication
This course focuses on the strategic function of internal communications, with a specific focus on organizational climate and culture, change communication, and employee engagement.

COM 613 Strategic Public Relations
This course focuses on the strategic function of public relations, which includes an analysis of the public relations situation, organization and its key publics; establishment of goals and measurable objectives; formulation of appropriate action and response strategies; development of the message strategy; selection of communication tactics together with their budgets and timelines; and evaluation of the plan.

COM 614 Conflict Resolution, Negotiation, and Mediation
This course focuses on the nature and function of healthy and unhealthy communication conflict. Content incorporates theories of conflict and the application of effective conflict management techniques.

COM 615 Persuasion
The ability to win support for ideas and motivate others to action is an essential skill for communication professionals and managers. This course will explore the persuasion process in public, organizational, and interpersonal settings. Students will develop practical skills in message design and other techniques to become ethical persuaders.

COM 616 Group Decision-Making and Problem-Solving
This course focuses on the development and processes of effective groups and teams. Students will work in groups to learn how to utilize decision making strategies in order to solve problems. They will develop practical skills in leading a group and working virtually.

COM 619 Communication Campaigns
In this course, students will be introduced to the strategic process of planning, producing, implementing, and evaluating campaigns for internal and external audiences. Students will examine the approaches used to develop and manage campaigns for diverse publics. Students will also analyze contemporary campaigns for their effectiveness and societal implications.

COM 620 Strategic Communication Capstone
This course prepares students for the role of communication expert for strategic communication management. Students will learn to diagnose communication challenges and propose solutions to address those challenges, synthesizing the knowledge and skills developed throughout the graduate program.

COM 621 Training and Development
Developing organizational members and leaders is vital to advancing today's organization, and training provides a key means for fostering these professional skills. In this course, students gain both theoretical and practical foundations of training and development. Students will learn how to identify communication needs in an organization, and then to design, deliver, and assess employee learning through training and development initiatives.

COM 623 Public Relations Writing
This course involves strategies and practices for writing, media planning, and digital content creation with a focus on owned and earned media. The emphasis is on producing narrative content that achieves integrated marketing communication goals.

COM 625 Practicum Proposal
This course is designed to prepare the student for the practicum experience. Students learn about the process of developing and carrying out the practicum, and they gain an understanding of standards and expectations that students need to meet to be successful in the practicum. Specifically, students will be challenged to identify real-world professional communication problems, and to develop a proposal for how to study that problem. At the conclusion of the course students will have a fully-developed proposal for their practicum project. NOTE: Students must receive a B in this course before they are permitted to enroll in COM 626.

COM 626 Practicum

COM 627 Practicum II

COM 630 Topics in Professional Development
The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.

COM 631 Topics in Professional Development
The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.

COM 632 Topics in Professional Development
The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.

COM 633 Topics in Professional Development
The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.

COM 634 Topics in Professional Development
The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.

COM 635 Topics in Professional Development
The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.

COM 636 Topics in Professional Dev

COM 637 Fundraising & Development

COM 640 Professional Media Development
This course presents current audio and video practices and technologies used in corporate and institutional communications. Students will implement this pre-production, production, and post-production practices in developing messages for corporate and institutional audiences. Students will gain a general understanding of script-writing, lighting, audio, and editing tools used in media production to enable them to best communicate with professional videographers and audio technicians.

COM 641 Social Media
The course will explore the new media landscape in terms of online expression, social networking, identity management, and community building. Central questions include: How is social media changing the way people work and live? What are the implications for individuals and for the organizations they work with? What opportunities and challenges do individuals, news organizations, and businesses face regarding communication, identity/brand management, and community building? This course is grounded in practice, and students will be required to participate in social networks, forums, blogs, wikis, micro-blogs, and other emerging forms of social media.

COM 646 Collaboration Technologies

COM 650 User-Interface Tech

COM 661 Graduate Internship I
This graduate-level course allows students to work in a professional communication position, requiring them to link their graduate coursework with professional communication activities. Students are expected to work at least 75 hours over the course of the semester. To be permitted to enroll in the internship, students must: 1. Be an M.A. student in Strategic Communication; 2. Have at least a 3.0 G.P.A.; 3. Have completed at least 12 credits of coursework, including Com 602 (Presentation Skills) and Com 603 (Professional Writing); 4. Have permission of the graduate director; 5. Students may NOT take internship credit with an organization for whom the student works full-time.

COM 662 Graduate Internship II
This graduate-level course allows students to work in a professional communication position, requiring them to link their graduate coursework with professional communication activities. Students are expected to work at least 75 hours over the course of the semester. This course may be combined with Com 661 to create 3 credits during a single semester, or it may be taken as a second internship during a subsequent semester. To be permitted to enroll in the internship, students must: 1. Be an M.A. student in Strategic Communication; 2. Have at least a 3.0 G.P.A.; 3. Have completed at least 12 credits of coursework, including Com 602 (Presentation Skills) and Com 603 (Professional Writing); 4. Have permission of the graduate director. 5. Students may NOT take internship credit with an organization for whom the student works full-time.

COM 670 Special Topics

COM 671 Special Topics

COM 672 Special Topics

COM 673 Special Topics

COM 674 Special Topics

COM 675 Special Topics

COM 676 Special Topics

COM 677 Special Topics

COM 679 Special Topics