COMMUNICATION STUDIES (CMM)

CMM500. Strategic Communication. 3 Credits.
Presents communication as integral to organizational strategy and as a critical component for success in the workplace. A particular emphasis is placed on professional communication as a management function internally and externally between an organization and its key stakeholders. The course is designed to introduce students to the broad field of professional communication including topics related to communicating with a range of stakeholders (e.g., community relations, consumer relations, employee relations, government relations, and media relations). The course will use diverse case studies that focus on how professional communication functions in the modern organization.

Attributes:
- Liberal Arts

Restrictions:
- Must have the following level: Graduate

CMM501. Applied Communication Research Methods. 3 Credits.
Introduces students to applied research methods in the Communication discipline. Students are exposed to research paradigms, and a survey of approaches to quantitative and qualitative research, data collection and analysis used for empirical studies.

Attributes:
- Liberal Arts

Restrictions:
- Must have the following level: Graduate

CMM502. Organizational Writing and Design Across Media. 3 Credits.
Explores writing, design, and curation conventions for both digital and print distribution. Students will learn the building blocks of writing in the digital age (interactivity, text, sound, video, & visualization). Although this course will focus on using different digital production software packages, the focus is on how to use persuasive strategies across different communication media.

Attributes:
- Liberal Arts

Restrictions:
- Must have the following level: Graduate

CMM705. Collaboration, Leadership, and Facilitation. 3 Credits.
Leadership and Communication is designed to introduce students to leadership perspectives and the role communication plays in effective leadership and management strategies. The course explores communication variables involved when leaders attempt to influence members to achieve a goal. Topics include power, credibility, motivation, research on leader traits, styles, and situations, and current models of leadership. The different leadership challenges posed by different group and organizational types will also be explored.

Attributes:
- Liberal Arts

Restrictions:
- Must have the following level: Graduate

CMM706. Conflict, Mediation, and Negotiation. 3 Credits.
Examines interdisciplinary literature in the field of interpersonal, intergroup, organizational and international conflict management, emphasizing the interrelationships between theory and practice. Throughout the semester, we discuss the contrasting orientations of practitioners and researcher-theorists while examining conflict processes such as cooperation/competition, perceptions of justice/injustice, power/powerlessness, emotions, and cultural dynamics. Our focus will be on blending theoretical insights with practitioners' advice to enrich your understanding of conflict dynamics, enabling you to design multi-model and multidisciplinary interventions for managing conflict interactions at different levels and in different contexts.

Attributes:
- Liberal Arts

Restrictions:
- Must have the following level: Graduate

CMM709. Narrative, Identity, and Community. 3 Credits.
Explores theory and research related to oral narrative and its intersections with issues of communication, identity, and a wide range of communities of practice. Course assignments may involve developing proposals for research or community projects, conducting interviews, and/or analyzing existing archives of oral narratives.

Attributes:
- Liberal Arts

Restrictions:
- Must have the following level: Graduate

CMM595. Independent Study Communication. 0 Credits.

Restrictions:
- Must have the following level: Graduate

May be repeated for credit
CMM712. Talent Development. 3 Credits.
Provides students with the opportunity to use instructional systems
design (ISD) and human performance improvement (HPI) interventions
in organizational settings. Although the focus of the course is on talent
development as a modern field, the course will focus especially on
specific communication interventions in a variety of different contexts.
Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit

CMM716. Talk Technology and Society. 3 Credits.
Explores theory and research related to how people incorporate
technology into their everyday communication routines and how these
developments shape or challenge how we understand notions of
community. Students will produce proposals for research or community
projects, conduct observations of technology use in context, and/or
develop a workshop intended to educate different publics about
contemporary digital communication dilemmas.
Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit

CMM720. Environmental Communication, Organizations,
and Sustainability. 3 Credits.
Presents an advanced exploration of environmental
communication scholarship that is focused on critical and practical
perspectives. Unlike survey courses that provide an overview
of the field, this course is focused on key problematics that demonstrate
the complex, interconnected relationship between humans and the environment, with
particular attention to the role of organizations. Readings and
assignments in this course are intended to encourage students to
relexively consider their own relationship with the environment and the
ways in which communication creates, shapes, and sustains the social
and cultural context(s) which organize our relationship to the natural
world.
Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit

CMM724. Nonprofit Leadership and Communication. 3 Credits.
Communicative dimensions of nonprofit leadership and stakeholder engagement. Social impact and financial obligations of nonprofit leadership, donor relationships, volunteer and member recruitment, retention, and engagement. The course pays particular attention to the stakeholder environment of nonprofit organizations and the role of interorganizational communication for successful nonprofit leadership.
Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit

CMM726. Organizational Reputation. 3 Credits.
Communicative dimensions of organizational reputation. The course considers both the organizational and interorganizational dimensions of organizational reputation through the lens of stakeholder theory. Topics may include the role of trust in organizational reputation, theories and definitions of organizational reputation, crisis communication, issues management and public affairs, public communication and public diplomacy, corporate social responsibility (CSR), the symbiotic sustainability model, communicating image and brand, leadership and reputation, ethics and reputation, social media and reputation, reputation management and reputation management tools. The course considers organizational reputation in for-profit (corporate), nonprofit, and government organizations.
Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit

CMM730. Global Communication. 3 Credits.
Explores communication across cultural boundaries. In the world today, the cultural exchanges#of#globalization, 2)#intercultural communication as a pathway to globalization, and 3)#functions of#media systems including television, news, and the Internet in shaping communications across culture. The goal of this exploration is to develop your capacity to communicate effectively across cultural boundaries and to understand how global communication operates at the micro, meso, and macro levels as a coordinating activity that impacts coordination, collaboration, leadership and exchanges of meanings.
Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit
CMM760. Applied Research Project in Strategic Communication. 3 Credits.
The Applied Research Project and comprehensive exam is one of two options for the capstone experience for the MA in Strategic Communication. Under the guidance of a faculty advisor, students will identify a socially relevant problem, identify stakeholders, and propose a strategic communication solution using approved Communication theory and research methods. The project will take the form of a substantial, meaningful written research paper and presentation to faculty and stakeholders that meet all program learning outcomes. Students will take a comprehensive exam in which they synthesize program learning.

Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

Prerequisites:
• CMM501 Minimum Grade of B-*

* May be taken at the same time
May not be repeated for credit

CMM780. Thesis in Strategic Communication. 3 Credits.
The Thesis is one of two options for the capstone experience for the MA in Strategic Communication. Under the guidance of a faculty advisor, students will design, execute, and orally summarize a substantial, meaningful written research project that meets all the program learning outcomes.

Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May be repeated for credit

CMM791. Internship in Strategic Communication. 3 Credits.
Students work as Strategic Communication interns, under a site supervisor and often on a team, at an organization, company, or institution to advance its mission. Interns will analyze the impact of contemporary communication factors on the organization and will design, implement, and assess projects and/or solutions for communication problems.

Attributes:
• Liberal Arts

Restrictions:
• Must have the following level: Graduate

May not be repeated for credit