

# COMMUNICATION STUDIES (CMM)

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## **CMM102. Introduction to Communication . 3 Credits.**

Survey of the study of human communication including: the classical origins of the discipline; the value and impact of symbols; the role of communication in human behavior.

## **CMM104. Public Speaking . 3 Credits.**

Communicating an idea successfully to an audience in a "one-to-many" speaking situation. Emphasis on creating, researching, organizing, and presenting speeches.

## **CMM193. Communication Selected Topic. 3-12 Credits.**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

## **CMM202. Interpersonal Communication . 3 Credits.**

Communicating successfully in personal and social relationships. Survey of the human element in communication with a focus on skills in self assertion, listening, perception, and understanding relationships.

## **CMM204. Small Group Communication. 3 Credits.**

Problem solving in decision-making committees. Survey of group processes in ask-oriented contexts. Practice in the techniques of organizing, leading, and participating in effective group discussions.

## **CMM214. Storytelling and Culture . 3 Credits.**

Survey of storytelling as an audience-centered product of culture. Basic cultural concepts, reading, and research help students perform stories and convey cultural meanings to an audience. Each student's stories come from three different cultures.

## **CMM293. Communication Selected Topic. 3-12 Credits.**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

## **CMM295. Independent Study Communication. 1-12 Credits.**

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## **CMM299. Communication Modular . 0 Credits.**

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## **CMM300. Intercultural Interaction . 1 Credit.**

Students study intercultural communication by interacting with international students enrolled in English as a Second Language (ESL) courses. After engaging in a variety of structured activities, students analyze their cross-cultural experiences.

## **CMM315. Introduction to Public Relations. 3 Credits.**

A theoretical and practical introduction to the (1) role of public relations in an information-based, democratic society and (2) skills involved in relaying information to and getting feedback from various publics. Focus on preparation of material, especially press releases, for editors in print and electronic media.

## **CMM316. Public Relations Campaigns. 3 Credits.**

Research based campaign strategies for businesses and non-profits. face-to-face, traditional, and social media strategies are taught. Students create internal speeches, newsletters, public service announcements, media releases, targeted external speeches, brochures, social media plans, and slide shows.

## **CMM317. Social Media and Public Relations. 3 Credits.**

The study of social media and search engine optimization to promote products, services, and causes. Creation or analysis of current platforms such as LinkedIn, Facebook, Twitter, Tumblr, Google+ and WordPress. Viral and networking strategies, such as # and @ are included.

## **CMM325. Computer-Mediated Communication. 3 Credits.**

Introduces students to theories, practices, and evaluations of how modern computer technology is used to mediate human communication. The course focuses on how computer-mediated communication impacts communication in a number of specific communication contexts.

## **CMM350. Human Communication Theory. 3 Credits.**

This course introduces students to communication theory, focusing on the core theories that have influenced the field of communication. Through class discussion, oral presentation, and written work, students will critique and build upon communication theory and apply theories and to real-world scenarios. Attention given to links among theoretical paradigms, research methods, and practical applications.

## **CMM352. Qualitative Communication Research Methods. 3 Credits.**

An introduction to the methodology and practice of qualitative research. Students gain practice in the critique of qualitative communication research literature, and are exposed to research paradigms, approaches to qualitative research, and ways to collect and analyze qualitative data. Students will design, carry out, and present their own qualitative communication research project.

## **CMM353. Persuasion and Social Influence. 3 Credits.**

Analysis of social aspects of influence and persuasion, cultural bases for belief and theories of attitude change. Principles and process of influencing human behavior in a variety of contexts.

## **CMM354. Quantitative Communication Research Methods. 3 Credits.**

Provides undergraduates with principals and basic skills necessary to criticize research literature; develops minimal proficiencies in structuring designs basic to descriptive and experimental studies, including data collection, analysis, and presentation techniques in communication research.

## **CMM355. Nonverbal Communication. 3 Credits.**

Survey of the vocabulary, theoretical principles and research in non-verbal communication. Topics include: physical appearance; gesture; posture; touch; facial expressions; eye behavior; vocal cues; and the use of time and territory.

## **CMM356. Communication and Dissenting Voices . 3 Credits.**

Study and analysis of the discourse of minority leaders, past and present. The course treats the public dialogue between dominant and marginalized voices in American society.

## **CMM357. Argumentation . 3 Credits.**

Principles and techniques of advocacy, including the establishment of claims, the requirements of proof and the standards of evidence. Surveys the field of argumentation in social and philosophical settings.

## **CMM358. Conflict Management . 3 Credits.**

Exploration of antecedents, processes, and outcomes associated with conflict communication in friendships, courtships, marriages, divorces and the workplace.

## **CMM359. Communication Among Cultures . 3 Credits.**

Understanding how culture shapes our perceptions and communication behaviors. Strategies for effective cross-cultural and intercultural communication.

**CMM360. Organizational Communication I . 3 Credits.**

Overview of communication processes in large-scale, hierarchical organizations. Emphasis on interviewing, committee decision-making, and developing business/professional presentations.

**CMM393. Communication Selected Topic. 1-12 Credits.**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

**CMM399. Communication Modular. 1-12 Credits.**

**CMM430. Training and Development. 3 Credits.**

Focuses on the design and delivery of training programs and performance interventions beginning with the needs assessment and continuing through the evaluation phase. Students will also learn the theoretical and practical aspects of both instructional communication and talent development.

**CMM450. Negotiation . 3 Credits.**

Communication strategies for surviving conflicts in organizational settings. Analysis and application of theoretical models of conflict management.

**CMM451. Political Communication . 3 Credits.**

Examines the principles and practices of political communication by exploring the structure and strategies of presidential and legislative discourse. Topics include the impact of mass-mediated political messages and the rhetorical functions of political campaigns.

**CMM452. Communication and Gender . 3 Credits.**

Influences of gender on language, speech and communication pragmatics. Topics discussed within a variety of communication contexts.

**CMM453. Contemporary Communication Seminar . 3 Credits.**

Critical methods and new directions in the interpretation of rhetorical discourse. Nature and function of criticism. Analysis of rhetorical situations and collective rhetorics. Survey of neo-Aristotelian, generic, and dramatistic critical orientations.

**CMM454. Organizational Communication Seminar . 4 Credits.**

Synthesis of research regarding the role of communication in large, complex organizations. Study and application of research methods for analyzing organizational variables that affect communication behavior.

**CMM455. Interpersonal Communication Seminar . 4 Credits.**

Synthesis of research regarding the role of communication in interpersonal relationships. Study and application of research methods for analyzing interpersonal variables that affect communication behaviors.

**CMM456. Proposals, Plans & Projects. 4 Credits.**

A senior-level capstone course in which students hone and apply public relations skills to several major public relations projects - written, oral, and visual. Students create, compose, and analyze proposal, business plans, as well as budgets and budget proposals.

**CMM490. Internship in Communication. 1-12 Credits.**

Internship in communication. Satisfactory/Fail.

**CMM491. Internship Seminar . 1 Credit.**

The analytical component to internship experience. Students produce daily logs, professional article reviews, and a final project with accompanying analysis.

**CMM493. Communication and Media Selected Topic . 3-12 Credits.**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

**CMM494. Fieldwork Communication. 1-12 Credits.**

**CMM495. Independent Study Communication. 1-12 Credits.**

**CMM499. Modular Course. 1-12 Credits.**