The Department of Communication offers a major in Communication Studies with concentrations in Interpersonal/Intercultural Communication, Organizational Communication, and Public Relations. The program, which leads to either the bachelor of arts (B.A.) or bachelor of science (B.S.) degree, blends technical and theoretical courses that can prepare students for graduate study or a variety of careers. Because communication is closely linked to the technological, social, and cultural forces that are rapidly changing our world, its study affords students a number of ways to pursue their interests and goals. A minor in Communication Studies is also offered.

Students who select a concentration in Public Relations take a combination of theoretical and practical courses in journalism, ethics, persuasion, media and advertising, as well as public relations. The concentration prepares public relations practitioners to become communication experts within corporate, non-profit and government organizations, and public relations agencies. Students learn how to write and design public relations materials and how to plan public relations campaigns and special events. Both oral and written communication skills are emphasized. Learning how to conduct research is also an important component.

Students wishing to declare a major in any program of the Department of Communication must have completed a minimum of 30 credits of college-level work. The Communication Studies major (except for the concentration in Public Relations) requires at least a 2.00 GPA; a 2.50 GPA is required for the Public Relations concentration. Students may not receive a grade lower than C- in any course considered part of their major program.

### Majors

- Communication Studies - Organizational Communication Concentration
- Communication Studies - Interpersonal/Intercultural Communication Concentration
- Communication Studies - Public Relations Concentration

### Minor

- Communication Studies

---

### Undergraduate

**CMM100. 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.

**Restrictions:**
- Must have the following level: Undergraduate

**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 topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

**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 task-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.

**CMM239. Communication Selected Topic. 3-12 Credits.**
Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

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

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

**CMM302. Business and Professional Communication. 3 Credits.**
Exploration of the challenges of communication and self-presentation in the 21st century work environment. Course topics include theoretical and applied aspects of communication channels, message forms, and persuasive techniques as related to various professional scenarios.

**Prerequisites:**
- ENG 170 with a minimum grade of D- or ENG 180 with a minimum grade of D-
CMM312. Multimedia Copy Editing and Layout. 3 Credits.
Prerequisites:
- JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-
Restrictions:
- Must have the following level: Undergraduate

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.
Restrictions:
- Must have the following level: Undergraduate

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.
Prerequisites:
- (JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-) or (JRN 315 with a minimum grade of C- or CMM 315 with a minimum grade of C-)

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.
Prerequisites:
- (JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-) and (JRN 315 with a minimum grade of C- or CMM 315 with a minimum grade of C-)

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.
Restrictions:
- Must have the following level: Undergraduate

CMM335. 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.
Restrictions:
- Must have the following level: Undergraduate

CMM345. 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.
Restrictions:
- Must have the following level: Undergraduate

CMM353. Persuasion and Social Influence. 3 Credits.
Analysis of social aspects of influence and persuasion, cultural bases for belief and theories of attitude change. Principals and process of influencing human behavior in a variety of contexts.
Restrictions:
- Must have the following level: Undergraduate

CMM354. Quantitative Communication Research Methods. 3 Credits.
Provides undergraduates with principles and basic skills necessary to critique research literature; develops minimal proficiencies in structuring designs basic to descriptive and experimental studies, including data collection, analysis, and presentation techniques in communication research.
Restrictions:
- Must have the following level: Undergraduate

CMM355. Nonverbal Communication. 3 Credits.
Analysis of social aspects of influence and persuasion, cultural bases for belief and theories of attitude change. Principals and process of influencing human behavior in a variety of contexts.
Restrictions:
- Must have the following level: Undergraduate

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.
Restrictions:
- Must have the following level: Undergraduate
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.
Restrictions:
· Must have the following level: Undergraduate

CMM358. Conflict Management . 3 Credits.
Exploration of antecedents, processes, and outcomes associated with conflict communication in friendships, courtships, marriages, divorces and the workplace.
Restrictions:
· Must have the following level: Undergraduate

CMM359. Communication Among Cultures . 3 Credits.
Understanding how culture shapes our perceptions and communication behaviors. Strategies for effective cross-cultural and intercultural communication.
Restrictions:
· Must have the following level: Undergraduate

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.
Restrictions:
· Must have the following level: Undergraduate

CMM379. Communication, Culture, and Difference . 3 Credits.
Explores the communication practices of particular communities including (but not limited to) populations which are marginalized or understudied. The course emphasizes advanced methods for studying how cultural communication intersects with markers of difference.
Prerequisites:
· CMM 359 with a minimum grade of C-
Restrictions:
· Must have the following level: Undergraduate

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.
Restrictions:
· Must have the following level: Undergraduate

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.
Prerequisites:
· ENG 180 with a minimum grade of D- or ENG 170 with a minimum grade of D- or ENG 206 with a minimum grade of D- or ENG 207 with a minimum grade of D- or ENG 002 with a minimum grade of TD-

CMM452. Communication and Gender . 3 Credits.
Influences of gender on language, speech and communication pragmatics. Topics discussed within a variety of communication contexts.

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.
Prerequisites:
· (CMM 353 with a minimum grade of C- or CMM 352 with a minimum grade of C- or CMM 354 with a minimum grade of C-) and (CMM 360 with a minimum grade of D- or ENG 180 with a minimum grade of D- or ENG 206 with a minimum grade of D- or ENG 207 with a minimum grade of D-) or ENG 002 with a minimum grade of TD-
Restrictions:
· Must have the following field(s) of study (major, minor or concentration): Communication Studies (505)

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.
Prerequisites:
· (CMM 353 with a minimum grade of C- or CMM 352 with a minimum grade of C- or CMM 354 with a minimum grade of C-) and (ENG 206 with a minimum grade of D- or ENG 207 with a minimum grade of D- or ENG 180 with a minimum grade of D- or ENG 170 with a minimum grade of D-) or ENG 002 with a minimum grade of TD-
Restrictions:
· Must have the following field(s) of study (major, minor or concentration): Communication Studies (505)
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 proposals, business plans, as well as budgets and budget proposals.
Restrictions:
• Must have the following level: Undergraduate
• Must have the following field(s) of study (major, minor or concentration): Public Relations (505R)

CMM490. Internship in Communication. 1-12 Credits.
Internship in communication. Satisfactory/Fail.
Restrictions:
• Must have the following level: Undergraduate
• Must have the following field(s) of study (major, minor or concentration): Communication Studies (505)

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.
Restrictions:
• Must have the following level: Undergraduate

CMM493. Communication and Media Selected Topic . 3-12 Credits.
Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

CMM494. Fieldwork Communication. 1-12 Credits.
CMM495. Independent Study Communication. 1-12 Credits.
CMM499. Modular Course. 1-12 Credits.
CMM595. Independent Study Communication. 0 Credits.
Restrictions:
• Must have the following level: Graduate

Related