### COMX - COMMUNICATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Term Typically Offered</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMX 106</td>
<td>Comm in a Dynamic Workplace.</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td>Offers a theoretical and practical understanding of communication processes in the working environment, self-awareness in that environment, and the individual's participation in these relationships. The course aims to develop the student's perception and expression skill to communicate successfully in a variety of work contexts.</td>
</tr>
<tr>
<td>COMX 111</td>
<td>Intro to Public Speaking.</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td>Develops the student's speaking abilities. Students acquire an understanding of basic rhetorical theory and its application in a variety of speech situations. Listening, speaking, and critiquing abilities are emphasized.</td>
</tr>
<tr>
<td>COMX 200</td>
<td>Exploring Comm Studies.</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td>Explores the major strands of study in the discipline of communication while exposing students to the various contexts and topics. The course examines several vital areas of communication and relationships, including self-concept, perception, listening, language, nonverbal communication, conflict management, and culture.</td>
</tr>
<tr>
<td>COMX 210</td>
<td>Communication in Small Groups.</td>
<td>3</td>
<td>Fall</td>
<td>Increases the student's awareness of communication processes in small group discussions. The course should help the student become more comfortable in group situations, to learn to observe discussions more capably, to listen carefully to the ideas of others, to develop techniques to facilitate group decision-making, and to become aware of the function of roles in communication situations.</td>
</tr>
<tr>
<td>COMX 211</td>
<td>Advanced Public Speaking.</td>
<td>3</td>
<td>Spring, Summer</td>
<td>Enhances the public skills of students who have already mastered the basic principles of oral communication. Emphasizes audience analysis and adaptive speech behaviors with the goal of developing speakers with polished skills for a variety of real world situations.</td>
</tr>
<tr>
<td>COMX 212</td>
<td>Intro to Intercultural Comm.</td>
<td>3</td>
<td>Fall</td>
<td>Examines communicative encounters among people of different cultural, ethnic, and minority groups. Local, national, and global in scope, the course also analyzes identity, verbal and nonverbal communication, popular culture, intercultural relationships, and multicultural communication in applied settings. Practical guidelines for enhancing intercultural interactions will be offered while noting the layers of complexity in communicating across cultural boundaries.</td>
</tr>
<tr>
<td>COMX 280</td>
<td>Intro to Health Communication.</td>
<td>1</td>
<td>Summer</td>
<td>Introduces students to key concepts in strategic health communication, including how to identify and establish health communication goals, how to apply communication research methods to identify appropriate communication strategies, and how to apply research findings to strategic health communication messages and campaigns.</td>
</tr>
<tr>
<td>COMX 294</td>
<td>Seminar/Workshop.</td>
<td>1-3</td>
<td></td>
<td>Provides students an opportunity to investigate intensively topics pertinent to the field of Communication and Theatre.</td>
</tr>
<tr>
<td>COMX 298</td>
<td>Internship/Cooperative Educ.</td>
<td>1-9</td>
<td></td>
<td>Provides university credit for a sophomore work experience in the area of Communication and Theatre supervised by faculty. Learning agreement must be completed prior to registration (restricted).</td>
</tr>
<tr>
<td>COMX 320</td>
<td>Prin of Organizational Comm.</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td>Introduces material related to organizational socialization, structure, climate, leadership, power, and conflict management.</td>
</tr>
</tbody>
</table>
COMX 330 Principles of Media Studies.  
Term Typically Offered: Fall, Summer  
Prerequisite(s): COMX 200 or consent of department chair.  
Introduces students to each of the major media of mass communication, focusing on historical development, commercial functions, societal impact, cultural contributions, and contemporary controversies surrounding each. Media forms explored include television, radio, the Internet, magazines, newspapers, film, and recorded music. Media support industries (advertising, public relations), media regulation, and media ethics are also surveyed. For COMX majors concentrating in Media Studies, this class serves as the introduction to the "inner core" sequence of media study courses.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 340 Visual Rhetoric.  
Prerequisite(s): COMX 200 or consent of department chair.  
Surveys the entire spectrum of visual media, and introduces students to the fundamentals of communication (theoretical models, the role of codes and conventions, etc.). Addresses formal developments in visual communication. Serves as a springboard to several of the more specialized offerings in the Mass Communication program.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 341 Public Advocacy.  
Term Typically Offered: Fall, Spring, Summer  
Prerequisite(s): COMX 200 or consent of department chair.  
Explores theoretical, rhetorical, and argument concepts central to the study of persuasion. Provides students the opportunity to create public advocacy campaigns.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 351 Principles of Public Relations.  
Term Typically Offered: Fall, Spring, Summer  
Prerequisite(s): COMX 200, JRNL 270 or consent of department chair.  
Explores the fundamentals of the public relations field and develops the skills necessary for the public relations practitioner, providing the student with practical experience in the development of public relations materials such as brochures and press releases, as well as the skills to implement communication programs.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 400 Communication Theory.  
Term Typically Offered: Fall, Spring  
Prerequisite(s): COMX 200, consent of department chair or junior standing.  
Provides the student with a theoretical/conceptual framework for understanding human communication.  
Department: Communication & Theatre

COMX 401 Communication Law and Ethics.  
Term Typically Offered: Spring  
Prerequisite(s): COMX 200.  
Examines both legal responsibilities and ethical decisions in communication. Key principles and court rulings will be examined that are necessary for public communication professionals to understand. Topics include libel, privacy, press rights, advertising and broadcast regulations, and other cases relevant to contemporary legal issues. This course also examines ethical theories and moral responsibilities for practitioners in communication contexts.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 404 Comm in Personal Relationships.  
Term Typically Offered: Spring  
Prerequisite(s): COMX 200 or consent of department chair.  
Introduces students to each of the major media of mass communication, focusing on historical development, commercial functions, societal impact, cultural contributions, and contemporary controversies surrounding each. Media forms explored include television, radio, the Internet, magazines, newspapers, film, and recorded music. Media support industries (advertising, public relations), media regulation, and media ethics are also surveyed. For COMX majors concentrating in Media Studies, this class serves as the introduction to the "inner core" sequence of media study courses.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 420 Issues in Organizational Comm.  
Term Typically Offered: Fall, Summer  
Prerequisite(s): COMX 200, COMX 320 or consent of department chair.  
Prerequisite(s): COMX 200 or consent of department chair.  
Explores material related to the relationship between corporations and public decision-making, the nature of democracy in the workplace, a multiple stakeholder model of communication, diversity, negotiation, organizational politics, and dialogic communication.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 424 Risk Crisis & Comm.  
Term Typically Offered: Fall  
Prerequisite(s): COMX 320.  
Explores the communicative dynamics that both prevent and cause organizational crisis. Through well-known case studies, the course examines how people plan, communicate, and make good decisions in high-risk and crisis situations. The course also focuses on best practices and specific components of crisis communication to better understand how to anticipate, prevent, and manage organizational crisis.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 426 Leadership and Communication.  
Term Typically Offered: Fall  
Prerequisite(s): COMX 320.  
Explores material related to the relationship between corporations and public decision-making, the nature of democracy in the workplace, a multiple stakeholder model of communication, diversity, negotiation, organizational politics, and dialogic communication.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 431 New Media Skills.  
Prerequisite(s): COMX 200 or consent of department chair.  
Provides students with knowledge of how social networks influence the communication processes of individuals and organizations in creating and maintaining online identities. Students learn how to develop a social media plan for an organization, and how to assess strengths and limitations of using social media to create lasting connections with target audiences.  
Lecture Hours 3  
Department: Communication & Theatre

COMX 434 Political Communication.  
Term Typically Offered: Fall (even years)  
Prerequisite(s): COMX 200 or consent of department chair.  
Explores communication methods and strategies employed by political campaigns to influence voters. Students will analyze political discourse produced by national, state, and local campaigns in order to understand the communication patterns and interactions that occur.  
Lecture Hours 3  
Department: Communication & Theatre
COMX 435 Media Criticism. (every other year) Engages students in the in-depth exploration, analysis, and criticism of the media as foundational components of democracies, as economic institutions, as producers of text (rhetoric), and as meaning-making systems. Students will learn a variety of critical methods and apply them to the analysis of pressing contemporary issues of media and society.
Lecture Hours 3
Department: Communication & Theatre

COMX 436 Pop Culture & Cultural Studies. (every other year) Provides an introduction to the history, theory, and practice of studying popular culture. Explores a variety of theoretical approaches to pop culture, including classical Marxism, the Frankfurt School, structuralism, feminism, and postmodernism. Throughout the course, theoretical methodologies will be illustrated through their ability to interpret and/or decode cultural objects ranging from HBO television to science fiction to hip hop. Students will be encouraged to take these applications as models for their own work in choosing, reading, and analyzing specific instances of pop culture.
Lecture Hours 3
Department: Communication & Theatre

COMX 438 Multicultural Mass Comm. (every other year) Explores and critically analyzes mass mediated communication in a multicultural world and the U.S. as a multicultural nation. Provides an understanding of the roles of media corporations and media texts in the construction of cultural, subcultural, and individual identities. Considers media as transnational businesses, as expressive forms, and as mirrors and shapers of culture. Investigates theories, practices, and outcomes of mediated cultural imperialism and the unique role played by U.S. media organizations and U.S.-produced texts.
Lecture Hours 3
Department: Communication & Theatre

COMX 452 Issues in Public Relations. Term Typically Offered: Summer
Prerequisite(s): COMX 200, COMX 351 or consent of department chair. Explores advanced public relations strategies and the role of public relations in society. Topics may include (but are not limited to) Corporations and their publics, Not-for-profit public relations, Socially responsible marketing, Public relations theory, Crisis communication, and Public Relations for Multicultural Audiences.
Lecture Hours 3
Department: Communication & Theatre

COMX 456 Case Studies in Public Rltns. (alternating Sp) Uses actual cases to assess strategic decisions concerning internal and external publics and appreciate the accompanying ethical, legal, economic, psychological, organizational, political, and media impact of such decisions.
Lecture Hours 3
Department: Communication & Theatre

COMX 460 Research Methods. Term Typically Offered: Fall
Prerequisite(s): COMX 200. Surveys qualitative and quantitative research methods utilized in the field of communication. Reviews principles and purposes of communication research, engaging students in critical discussions of focus groups, interviews, mail surveys, phone/email surveys, internet surveys, communication audit, content analysis, and program evaluation. Teaches students to conduct original research, analyze, and present reports pertaining to practical communication research questions.
Lecture Hours 3
Department: Communication & Theatre

COMX 480 Health Communication. (every other year) Explores key findings in health communication research and practice, focusing on a wide range of media (e.g., brochures, posters, radio, television, telephone hotlines, Internet) and a wide range of health outcomes (e.g., STD/HIV prevention, smoking cessation, cardiovascular disease prevention). We will examine the literature and key health communication campaigns to determine what are the key ingredients of successful or effective approaches in each medium, for different types of messages and target audiences.
Lecture Hours 3
Department: Communication & Theatre

COMX 481 Campaign Planning. (every other year) Examines the application of commercial campaign technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.
Lecture Hours 3
Department: Communication & Theatre

COMX 482 Gender, Media, and Society. Prerequisite(s): COMX 200, COMX 330. Provides a critical look at representations of gender in various media industries. Major theoretical methodologies will be used to interpret and/or decode cultural objects ranging from social media to film to television.
Lecture Hours 3
Department: Communication & Theatre

COMX 491 Special Topics. Prerequisite(s): Senior class standing or consent of instructor. Provides Senior students with the opportunity to research, prepare, and present before the faculty a final project that exemplifies the culmination of their course of study as Communication and Theatre majors.
Lecture Hours 3
Department: Communication & Theatre

COMX 492 Independent Study. Prerequisite(s): consent of instructor and chairperson of department. Provides an opportunity for students of outstanding ability to explore material not covered by regular Communication and Theatre courses.
Department: Communication & Theatre

COMX 494 Seminar/Workshop. Prerequisite(s): consent of instructor. Provides students an opportunity to investigate intensively topics pertinent to the field of Communication and Theatre. This course may be Offered ONLY Online.
Department: Communication & Theatre

COMX 498 Internship/Cooperative Educ. Term Typically Offered: Fall, Spring, Summer
Prerequisite(s): consent of instructor. Provides on-site observational opportunities.
Department: Communication & Theatre

COMX 499 Capstone. Term Typically Offered: Fall, Spring, Summer
Prerequisite(s): COMX 200 and consent of department chair. Explores how people apply their knowledge of communication in practical contexts. Addresses applied topics such as dealing with conflict, conducting meetings, leading effectively, managing rumors, advocacy, and political communication.
Lecture Hours 3
Department: Communication & Theatre