

COMX - COMMUNICATION

COMX 106 Comm in a Dynamic Workplace. Term Typically Offered: Fall, Spring, Summer 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. Lecture Hours 3 Department: General Education - COT	3 Credits	
COMX 111 Intro to Public Speaking. Term Typically Offered: Fall, Spring, Summer 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. This course addresses the following topics: speech preparation and delivery, forming and fielding questions, audience analysis, listening skills, critiquing and speaker anxiety. Lecture Hours 3 Department: Communication & Theatre	3 Credits	
COMX 115 Intro to Interpersonal Comm. Term Typically Offered: Fall, Spring Empowers students to understand and apply effective interpersonal skills to improve their communication and bolster relationships. This course examines several vital areas of communication and relationships, including self-concept, perception, listening, language, nonverbal communication, conflict management, and culture. Lecture Hours 3 Department: Communication & Theatre	3 Credits	
COMX 200 Exploring Comm Studies. Term Typically Offered: Fall, Spring, Summer Explores the major strands of study in the discipline of communication while exposing students to the various contexts, methods, and expectations for the academic study of communication. The course is a prerequisite for all upper-level communication courses. Lecture Hours 3 Department: Communication & Theatre	3 Credits	
COMX 210 Communication in Small Groups. Term Typically Offered: Fall Increases the student's awareness of communication processes in small group discussions. The course should help the student to 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. Lecture Hours 3 Department: Communication & Theatre	3 Credits	
COMX 211 Advanced Public Speaking. Term Typically Offered: Spring Prerequisite(s): COMX 111 or Consent of Instructor. 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. Lecture Hours 3 Department: Communication & Theatre	3 Credits	
COMX 212 Intro to Intercultural Comm. Term Typically Offered: Fall, Spring 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. Lab Hours 3 Department: Communication & Theatre	3 Credits	
COMX 231 Intro to New Media Skills. Term Typically Offered: Summer Provides students with expertise to develop a social media plan for an organization and insight to describe various limitations in using social media to create lasting connections with target audiences . Lecture Hours 1 Department: Communication & Theatre	1 Credit	
COMX 232 Intro to Visual Stroytelling. Term Typically Offered: Spring Introduces students to key concepts influencing visual communication and persuasion, addressing examples of media practices effectively and ineffectively employed to convey organization objectives with images. Lecture Hours 1 Department: Communication & Theatre	1 Credit	
COMX 280 Intro to Health Communication. Term Typically Offered: Summer 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. Lecture Hours 1 Department: Communication & Theatre	1 Credit	
COMX 294 Seminar/Workshop. Prerequisite(s): consent of instructor. Provides students an opportunity to investigate intensively topics pertinent to the field of Communication and Theatre. Department: Communication & Theatre	1-3 Credits	
COMX 298 Internship/Cooperative Educ. 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). Department: Communication & Theatre	1-9 Credits	
COMX 320 Prin of Organizational Comm. Term Typically Offered: Fall, Spring, Summer Prerequisite(s): COMX 200 or consent of department chair. Introduces material related to organizational socialization, structure, climate, leadership, power, and conflict management. Lecture Hours 3 Department: Communication & Theatre	3 Credits	

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	3 Credits	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	3 Credits
COMX 331 Theories of Media and Society. Prerequisite(s): COMX 200, COMX 330 or consent of department chair. (alternating Sp) Examines the role of mass media in modern societies and the effects and influences of media institutions and mediated messages on individuals, communities, societies, and culture. Presents and critically examines a range of theories, scholarly opinions, and research approaches regarding media-society interrelationships. Lecture Hours 3 Department: Communication & Theatre	3 Credits	COMX 414 Comm in Personal Relationships. Term Typically Offered: Spring Prerequisite(s): COMX 200 or consent of department chair. Presents theoretical materials and case studies related to the communicational foundation of human relationships. Issues considered include: perceptual variances in cross-cultural and familial interactions, gender differences, elements of verbal/nonverbal communication, listening, developing/sustaining/struggling/ending relationships, conversing with friends, and interpersonal communication in the workplace. Lecture Hours 3 Department: Communication & Theatre	3 Credits
COMX 340 Visual Rhetoric. Prerequisite(s): COMX 200 or consent of department chair. (every other Sp & Su) 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	3 Credits	COMX 420 Issues in Organizational Comm. Term Typically Offered: Fall, Summer Prerequisite(s): COMX 200, COMX 320 or consent of department chair. Presents 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	3 Credits
COMX 341 History & Theory of Persuasion. Term Typically Offered: Fall, Spring, Summer Prerequisite(s): COMX 200 or consent of department chair. Explores the history, literature, and theory of persuasive communication affording students the opportunity to examine the dynamics of change in a variety of contexts. Lecture Hours 3 Department: Communication & Theatre	3 Credits	COMX 426 Leadership and Communication. Prerequisite(s): COMX 200 or consent of department chair. (every other Sp & Su) Presents material related to leadership theories, leader-participant relations, vision/mission/goals, structure and design, culture, capacity building, and social responsibility. Offered ONLY Online. Lecture Hours 3 Department: Communication & Theatre	3 Credits
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	3 Credits	COMX 431 New Media Skills. Prerequisite(s): COMX 200 or consent of department chair. (every other year) Provides students with knowledge of how social networks effect communication processes of individuals and organizations to create and maintain identities, expertise to develop a social media plan for an organization, and insight to describe limitations in using social media to create lasting connections with target audiences. Lecture Hours 3 Department: Communication & Theatre	3 Credits
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	3 Credits	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	3 Credits

COMX 435 Media Criticism. Prerequisite(s): COMX 200, COMX 330, COMX 331 or consent of department chair. (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	3 Credits	COMX 480 Health Communication. Prerequisite(s): COMX 200 or consent of department chair. (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 objectives (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	3 Credits
COMX 436 Pop Culture & Cultural Studies. Prerequisite(s): COMX 200, COMX 330, COMX 331 or consent of department chair. (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	3 Credits	COMX 481 Campaign Planning. Prerequisite(s): COMX 200 or consent of department chair. (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	3 Credits
COMX 438 Multicultural Mass Comm. Prerequisite(s): COMX 200, COMX 330, COMX 331 or consent of department chair. (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	3 Credits	COMX 482 Women, Media, and Society. Corequisite(s): COMX 480, COMX 481. Provides students an opportunity to become familiar with feminist rhetorical scholarship, to be able to apply academic research to an original research project on a contemporary issue of topical importance, and to evaluate local community organizations and/or campaigns that appeal to women on the bases of ethicality and effectiveness. Lecture Hours 3 Department: Communication & Theatre	3 Credits
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	3 Credits	COMX 491 Special Topics. Prerequisite: 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	3 Credits
COMX 456 Case Studies in Public Rltns. Prerequisite(s): COMX 200 or consent of department chair. (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	3 Credits	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	1-3 Credits
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	3 Credits	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	1-3 Credits
		COMX 498 Internship/Cooperative Educ. Term Typically Offered: Fall, Spring, Summer Prerequisite(s): consent of instructor. Provides on-site observational opportunities. Department: Communication & Theatre	1-9 Credits
		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	3 Credits