### COMX - Communication

**COMX 106 Comm in a Dynamic Workplace.**
3 Credits  
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

**COMX 111 Intro to Public Speaking.**
3 Credits  
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

**COMX 115 Intro to Interpersonal Comm.**
3 Credits  
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

**COMX 200 Exploring Comm Studies.**
3 Credits  
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

**COMX 210 Communication in Small Groups.**
3 Credits  
Term Typically Offered: Fall  
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.  
Lecture Hours 3  
Department: Communication & Theatre

**COMX 211 Advanced Public Speaking.**
3 Credits  
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

**COMX 212 Intro to Intercultural Comm.**
3 Credits  
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

**COMX 231 Intro to New Media Skills.**
1 Credit  
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

**COMX 232 Intro to Visual Storytelling.**
1 Credit  
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

**COMX 280 Intro to Health Communication.**
1 Credit  
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

**COMX 294 Seminar/Workshop.**
1-3 Credits  
Prerequisite(s): consent of instructor.  
Provides students an opportunity to investigate intensively topics pertinent to the field of Communication and Theatre.  
Lecture Hours 1  
Department: Communication & Theatre

**COMX 298 Internship/Cooperative Educ.**
1-9 Credits  
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

**COMX 320 Prin of Organizational Comm.**
3 Credits  
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
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.
(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

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: 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 414 Comm in Personal Relationships.
Term Typically Offered: Spring
Prerequisite(s): COMX 200 or consent of department chair.
Prepares students to more effectively understand human relationships.
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

COMX 420 Issues in Organizational Comm.
Term Typically Offered: Fall, Summer
Prerequisite(s): COMX 200, COMX 320 or consent of department chair.
Examines both legal responsibilities and ethical decisions in 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
risks. 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 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

COMX 431 New Media Skills.
Term Typically Offered: Fall
Prerequisite(s): COMX 200, or consent of department chair.
(every other year) 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. 3 Credits
Prerequisite(s): COMX 200 and COMX 330, 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

COMX 436 Pop Culture & Cultural Studies. 3 Credits
Prerequisite(s): COMX 200 and COMX 330, 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

COMX 438 Multicultural Mass Comm. 3 Credits
Prerequisite(s): COMX 200 and COMX 330, 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

COMX 452 Issues in Public Relations. 3 Credits
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. 3 Credits
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

COMX 460 Research Methods. 3 Credits
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. 3 Credits
Prerequisite(s): COMX 200 or consent of department chair. (every other year) Examines applied 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

COMX 481 Campaign Planning. 3 Credits
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

COMX 482 Gender, Media, and Society. 3 Credits
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 483 Media Criticism in a Multicultural World. 3 Credits
Prerequisite(s): COMX 200 and COMX 330, 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
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