

# 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	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	3 Credits	
COMX 210 Communication in Small Groups. Term Typically Offered: Fall 3cr. 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	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	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	3 Credits	
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	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	1-9 Credits	
COMX 300 Exploring Comm Studies. Term Typically Offered: Fall, Spring, Summer 3cr. 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	3 Credits	
COMX 320 Prin of Organizational Comm. Term Typically Offered: Fall, Spring Prerequisite(s): COMX 300 or consent of department chair. 3cr. Introduces material related to organizational socialization, structure, climate, leadership, power, and conflict management. Lecture Hours 3 Department: Communication	3 Credits	
COMX 330 Principles of Media Studies. Term Typically Offered: Fall, Summer Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	3 Credits	
COMX 340 Visual Rhetoric. Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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 Media Studies program. Lecture Hours 3 Department: Communication	3 Credits	
COMX 341 Public Advocacy. Term Typically Offered: Fall, Spring Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	3 Credits	

COMX 351 Principles of Public Relations. Term Typically Offered: Fall, Spring, Summer Prerequisite(s): COMX 300, or consent of department chair. 3cr. 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	3 Credits	COMX 426 Leadership and Communication. Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	3 Credits
COMX 400 Communication Theory. Term Typically Offered: Fall, Spring Prerequisite(s): COMX 300, consent of department chair or junior standing. 3cr. (3 other/wk) Provides the student with a theoretical/conceptual framework for understanding human communication. Department: Communication	3 Credits	COMX 427 Organizations and Diversity. Term Typically Offered: Fall Prerequisite(s): COMX 300, COMX 320. 3cr. Introduces students to the issues associated with organizations and diversity. Students will learn the theories behind organizational communication and diversity, along with the historical issues associated with diverse groups in organizations and best practices to create inclusive organizations. Lecture Hours 3 Department: Communication	3 Credits
COMX 401 Communication Law and Ethics. Term Typically Offered: Spring Prerequisite(s): COMX 300. 3cr. 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	3 Credits	COMX 431 New Media Skills. Prerequisite(s): COMX 300 or consent of department chair. 3cr. (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	3 Credits
COMX 414 Comm in Personal Relationships. Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	3 Credits	COMX 434 Political Communication. Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	3 Credits
COMX 420 Issues in Organizational Comm. Term Typically Offered: Fall, Summer Prerequisite(s): COMX 300, COMX 320 or consent of department chair. 3cr. 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	3 Credits	COMX 435 Media Criticism. Prerequisite(s): COMX 300 and COMX 330, or consent of department chair. 3cr. 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	3 Credits
COMX 424 Risk Crisis & Comm. Prerequisite(s): COMX 300 and COMX 320. 3cr. 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	3 Credits	COMX 436 Pop Culture & Cultural Studies. Prerequisite(s): COMX 300 and COMX 330, or consent of department chair. 3cr. 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	3 Credits

COMX 438 Multicultural Mass Comm. 3 Credits Prerequisite(s): COMX 300 and COMX 330, or consent of department chair. 3cr. 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	COMX 482 Gender, Media, and Society. 3 Credits Prerequisite(s): COMX 300, COMX 330. 3cr. 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
COMX 452 Issues in Public Relations. 3 Credits Term Typically Offered: Summer Prerequisite(s): COMX 300, COMX 351 or consent of department chair. 3cr. 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	COMX 491 Special Topics. 3 Credits 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
COMX 456 Case Studies in Public Rltns. 3 Credits Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	COMX 492 Independent Study. 1-6 Credits 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
COMX 460 Research Methods. 3 Credits Term Typically Offered: Fall Prerequisite(s): COMX 300. 3cr. 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	COMX 494 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. This course may be Offered ONLY Online. Department: Communication
COMX 480 Health Communication. 3 Credits Prerequisite(s): COMX 300 or consent of department chair. 3cr. (3 lec/3 other/wk) 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	COMX 498 Internship/Cooperative Educ. 1-9 Credits Term Typically Offered: Fall, Spring, Summer Prerequisite(s): consent of instructor. Provides on-site observational opportunities. Department: Communication
COMX 481 Campaign Planning. 3 Credits Prerequisite(s): COMX 300 or consent of department chair. 3cr. 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	COMX 499 Capstone. 3 Credits Term Typically Offered: Fall, Spring, Summer Prerequisite(s): COMX 300 and consent of department chair. 3cr. 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