

COURSE DESCRIPTIONS

COM 4996/5000 | Contemporary Strategic Communication

This course provides a general overview to the theories and practices of strategic communication. Emphasis is placed on understanding how strategic communication can influence public opinion and audience behavior. Students will examine real and hypothetical situations in public relations, health communication, and political communication and will critically analyze them by applying best practices. Students will also examine how the First Amendment and communication law influence strategic communication campaigns and the ethical implications of campaigns and strategic communication. *Three credits.*

COM 4997/5002 | Persuasion and Media Effects

The primary goals of this course are to examine major theoretical perspectives and empirical evidence about what convinces an audience to take action after processing a message and how media influence what people think about. Special attention will be paid to how people underestimate the effect of persuasion and media on themselves. Students will analyze and evaluate existing communication campaigns. *Three credits.*

COM 5005 | Practicum in Strategic Communication

The goal of this course is for students to develop specific knowledge and skills that professionals in the communication industry need to be successful in the workplace. Students enroll early in their program and over the course of a year, sign up for nine professional development workshops. Faculty and professionals with specific expertise in the topic teach the workshops. Topics include media analytics, web design, and intercultural competence. *Graded Credit/No Credit. One credit.*

COM 4998/5100 | Research Methods

Students will learn how to review and evaluate quantitative and qualitative research. Attention will be paid to evaluation methods, including surveys, experiments, focus groups, and interviews. Students will design individual research projects and needs analyses and develop skills in reading, writing, and reporting research. *Three credits.*

COM 5110 | Qualitative Methods and Analysis

Apply learned concepts to develop relevant research questions, design a qualitative project, collect, organize and index data, and analyze findings to make convincing arguments with qualitative data. *Three credits.*

COM 5120 | Quantitative Methods and Analysis

The purpose of this course is to provide understanding and skills in quantitative research methods in strategic communication study, with main emphasis on the statistical methods most commonly used in communication research. Quantitative research methods are those in which concepts

are operationalized as variables expressed in numerical form. *Three credits.*

COM 5130 | Mixed Methods and Analysis

This course presents a brief overview of research paradigms with a particular emphasis placed on formulating research questions, methods, and analysis appropriate for a mixed method/model approach to communication and evaluation research. *Three credits.*

COM 5200 | Message Design and Production

Students develop message campaigns for specific corporate and non-profit audiences and learn how to reframe and deliver the messaging appropriately across a variety of technological interfaces: traditional outlets, web sites, web video, social media, and Twitter. *Three credits.*

COM 5210 | Video and Audio Production

Students learn to write and produce projects that support the needs of specific strategic communication audiences using the latest in high definition digital video and audio technology. The coursework focuses on development of effective craft and message design skills necessary in producing corporate image videos, press conferences, video news releases and promotional messages. *Three credits.*

COM 5220 | Current Trends in Communication Technology

Topics include creating usable and credible websites and effective internet advertising. The course will also examine blogs, social networking, and digital journalism. The digital age will be explored through primary research across a range of subjects including public relations, political communication, and health communication. Hands on experience with Dream Weaver software is emphasized. *Three credits.*

COM 5250 | Topics in Technology for Strategic Communication

Focusing on the latest technological developments used in reaching audiences and presenting information, students examine their impact on society, on corporate culture and on the audiences served. Students consider, not only technology and its effective use, but also the economic and ethical implications technology places on the workday world. Topics may include social media, the use of game design software in the simulation of strategic communication programs, the impact of iPad and iPhone technology on the way people use and process information, or the use social networking to link people, interest groups, organizations. *One to Three credits.*

COM 5300 | Health Communication Research and Strategies

This course provides a general overview to the history of health communication research and practice. After

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analyzing existing health communication research and campaigns, students will be able to identify the stages and best practices of campaign design, implementation, and evaluation. This course will explore health risk prevention and health promotion media campaigns, community based approaches to health communication, and media effects of campaigns. *Three credits.*

COM 5310 | Culture and Health Communication

Students taking this course will be expected to develop an understanding of the ways in which culture interacts with health, illness, and health care. Health promotion, risk prevention, the role of mass media, popular culture and advertising will be emphasized. Each student will investigate how health communication practices are enacted in specific cultural contexts. *Three credits.*

COM 5320 | Interpersonal Health Communication

This course examines how interpersonal relationships are affected by and affect health and communication patterns. Attention will be paid to provider/patient interaction, social support, and interpersonal issues in behavior change. Techniques for enhancing communication and relationships within the health context will be discussed. *Three credits.*

COM 5330 | Health Communication Campaigns

Using examples of current and past communication campaigns in the United States and other parts of the world, this course provides students an opportunity to think about what does and does not work with health communication campaigns. By integrating theory and practice, and using principles of community-based participatory research, students will apply these concepts to create and implement a local health communication campaign. *Three credits.*

COM 5350 | Topics in Health Communication

In this course, instructors will address a variety of topics and current trends in health communication research and practice. *One to Three credits.*

COM 5400 | Public Relations Research and Strategies

This course provides a general overview to public relations history and practices. Specific topics examine media planning and buying strategies, strategies for advocating for social causes, and campaign management. *Three credits.*

COM 5410 | International and Intercultural Public Relations

This course examines the problems and opportunities presented when strategic communication activities cross international and intercultural borders. This course applies intercultural communication theory to individuals, groups, organizations, and nations and demonstrates how culture can affect personal, national, and international understanding, beliefs, and behaviors. *Three credits.*

COM 5420 | Crisis Communication

This course provides students with a fundamental understanding of crisis management, risk communication and media relations in multiple contexts. It introduces students to crisis management principles, strategies, tactics, and communications methods. *Three credits.*

COM 5430 | Public Relations Campaigns

This course combines reality-based and conceptual approaches to campaign developments to provide students with the intellectual tools needed to assume senior management or outside counsel roles in developing and implementing fully integrated communications programs. Students will prepare for campaign management by asking and answering appropriate questions about goals, activities, management, and measurement. *Three credits.*

COM 5450 | Topics in Public Relations

In this course, instructors will address a variety of topics and current trends in public relations research and practice. *One to Three credits.*

COM 5500 | Contemporary Political Campaigns

Examines the methods and tactics of modern political campaigns. This course will use a case study approach to illustrate the theories and concepts of persuasion, message targeting, and message delivery in the campaign context. The primary focus of these case studies will be on contemporary campaign practices, but we will also examine other important cases that illustrate successful and unsuccessful attempts at mass persuasion. *Three credits.*

COM 5510 | Politics and the Media

Examines the role of media in political communication, with a primary emphasis on the interaction between media, audiences, and strategic communicators. Topics include the effects of media messages on audiences; the politics of media control; the role of political communication in policymaking; the impact of new mass communication technologies; and factors shaping the construction of news such as journalistic routines, media economics, and the strategic management of news by politicians. *Three credits.*

COM 5550 | Topics in Political Communication

Addresses a variety of topics and current trends in political communication research and practice. *One to Three credits.*

COM 5600 | Independent Research

Provides students with an opportunity to explore an area of interest related to strategic communication research or the design and development of messages. The student and instructor agree upon specific requirements. Registration is by consent of instructor and program director and requires the completion of the independent research proposal. *One to Three credits.*

COM 5601 | Organizational Communication

Intensive survey of classical and contemporary organizational communication theory emphasizing current research trends. Advanced readings in such topics as organizational innovation, intercultural organizations, critical theory applications to organizations, computer mediated communication, and employee participation. *Three credits.*

COM 5602 | Organizational Analysis and Training

Identification and analysis of communication problems in organizations. Attention to problems and requirements of communication training and development in organizational settings. Students will conduct a needs analysis and develop an training program for an organization. *Three credits.*

COM 5603 | Interpersonal Communication

Theories and research on the components and dynamics of interpersonal interaction and comparative analysis of approaches to study of interpersonal communication. Students will learn the skills in managing complex interpersonal situations. *Three credits.*

COM 5604 | Intercultural Communication

Theories and evidence on factors that facilitate and inhibit communication between representatives of different cultural groups, across national boundaries, and among people of different ethnic backgrounds. *Three credits.*

COM 5699 | Special Topics in Communication

This course is reserved for special topics that do not warrant a full-semester of study. Courses will focus on particular issues relevant to students and may be offered in alternative formats (half semester; weekends; one-week). Topics may focus on particular methods, technology, or content. *One to Three credits.*

COM 5900 | Project

The capstone experience. Under the mentoring of a faculty committee, students will initiate a project employing strategic communication theories and principles to answer a question about campaign design, produce a professional quality work, design and implement a training seminar, or analyze an existing campaign. Students can register for capstone hours after completing 18 hours. The capstone requires four hours taken across at least two semesters. Up to three capstone hours can be taken concurrently. *COM 5930 or COM 5931 must be taken in the student's last semester. Four credits.*

COM 5900 | Capstone Project Formulation *One credit.*

COM 5910 | Capstone Proposal Writing and Defense *One credit.*

COM 5920 | Capstone Project Implementation *One credit.*

COM 5930 | Capstone Project Analysis and Defense *One credit.*

COM 5901 | Capstone Project Formulation Continuation Required fee when additional time is needed to satisfy the requirements of COM 5900. *No credit.*

COM 5911 | Capstone Proposal Writing and Defense Continuation

Required fee when additional time is needed to satisfy the requirements of COM 5910. *No credit.*

COM 5921 | Capstone Project Implementation Continuation

Required fee when additional time is needed to satisfy the requirements of COM 5920. *No credit.*

COM 5931 | Capstone Project Analysis and Defense Continuation

Required fee when additional time is needed to satisfy the requirements of COM 5930. *No credit.*

COM 6610 | Applied Strategic Communication Practices

This course focuses on creating an effective communications plan that develops a powerful brand and defines the essential vision and message of the organization. Available communications methodologies will be explored and evaluated along with a special emphasis on the use of technology in strategic communications and messaging. Candidates will have the opportunity to explore strategic communication from the role of the superintendent as chief communicator. *Spring, Year 2. For students enrolled in the Ed. D. program only. Three credits.*

COM 5990 | Comprehensive Exam

The comprehensive exam is an alternative to the capstone project that requires students to complete one extra class and then design an entire campaign plan and develop some campaign media over the course of 72 hours. In addition to the written and production components, the comprehensive exam requires an initial meeting with the exam committee and an oral defense. A student must pass all elements of the exam to graduate. If only one of the areas is given a non-passing evaluation, the student may be allowed to revise that element as long as it is done within one week of the oral portion of the exam. If a student is given a non-passing evaluation on two or more elements, the student has failed the exam and must wait until a future semester to retake it. Students can retake the comprehensive exam only once. *Graded Credit/No Credit.*