Communication (COMM) Courses

COMM1001 Introduction to Communication
In this course, students receive an overview of communication, beginning with a history of the field. Careful attention is paid to the various traditions of communication, such as nonverbal, interpersonal, organizational, intercultural, rhetorical and mediated. Throughout the course, students learn how to apply theories of power and identity, language and culture, and self and other to their professional and personal lives.
Offered at Online
3 Semester Credits

COMM1200 Communicating for Social Change
In this course, students focus on the use of media to enable participation in the processes that can lead to social change. Media and communication can facilitate social change that has a direct effect on many diverse constituencies, especially those that are often underrepresented. This effect may be felt in areas such as hunger, poverty, gender discrimination, healthcare, human trafficking, and human rights. The foundation to enable change is derived from communication processes that include strong dialogue between multiple stakeholders. In this course, students learn strategies to identify areas of significant need, analyze stakeholders, and develop effective messages to facilitate social change.
Offered at Online
3 Semester Credits

COMM2150 Visual Communication
In this course, students learn how we make sense of the visual culture in which we live. They become proficient in the language of visual communication by studying the roots of the field and the key concepts that scholars and practitioners use to analyze drawings, paintings, photographs, video and film. Students also create an original project. The course concludes with the dissemination and reception of the project.
Prerequisite(s): ENG1021 or ENG1027.
Offered at Online
3 Semester Credits

COMM2400 Communicating in Relationships
In this course, students examine interpersonal communication concepts and theories in a variety of everyday settings including both intimate and non-intimate. They gain an understanding of the effects of language, nonverbal and verbal messages, listening, and self-awareness. They also survey behaviors and strategies in forming, maintaining and terminating relationships to consider which communication habits and behaviors are successful. Finally, students assess conflict management through observation and participation in interpersonal relationships.
Prerequisite(s): ENG1021 or ENG1027.
Offered at Online
3 Semester Credits

COMM3150 Organizations, Power, and Identity
Students focus on the theories, models, processes and concepts within the discipline of organizational communication. They understand how power and identity shape and influence organizations and how leadership and management contribute in these areas in contemporary organizations. Students also learn how management and employee interactions are examined and assessed in order to achieve effective organizational communication. Moreover, students come to understand effective internal and external communication methods to create positive organizational networks. Additionally, they survey organizational culture and climate as part of an institution's identity.
Prerequisite(s): ENG1021 or ENG1027.
Offered at Online
3 Semester Credits

COMM3400 Communicating Across Cultures
In this course, students focus on how to communicate effectively in an increasingly interconnected and globalized world. They learn how to explain the various dimensions of culture with the purpose of expanding their worldview and perception of various audiences. Students develop personal and professional knowledge to consciously and confidently exchange messages with various populations.
Prerequisite(s): ENG1021 or ENG1027.
Offered at Online
3 Semester Credits

COMM4150 The Elements of Persuasion
In this course, students consider the power of persuasion and how to critically absorb such messaging. Instruction begins with an overview of the study of persuasion, including both philosophy and theory. Students examine sender and receiver roles in influential messaging, as well as ethical, cultural and contemporary considerations. As a final project, students produce an original work that demonstrates their understanding and application of the theories and techniques of persuasion discussed in class.
Prerequisite(s): ENG1021 or ENG1027.
Offered at Online
3 Semester Credits

COMM4500 Communication Research Methods
In this course, students study various types of communication research methodologies, including qualitative (e.g., interviewing, focus groups) and quantitative (e.g., surveys, experiments) methods and become acquainted with various ways of interpreting communication research data to be knowledgeable consumers and effective producers of communication research. Students select from the methodologies presented in the course to initially identify their own communication-based research question. Students then use their question as the focus for a research project to prepare them for the communication capstone course.
Prerequisite(s): COMM1001, ENG1021 or ENG1027, senior status.
Offered at Online
3 Semester Credits

COMM4900 Communication Capstone
In this course, students synthesize knowledge from the required major courses and apply that knowledge to an original research project that addresses a relevant communication issue. In particular, students gather data, generate results, and formulate a discussion about the meaning of the results. By the end of the course, students have a project that can be shared with a variety of audiences.
Prerequisite(s): COMM1001, COMM4500, ENG1021 or ENG1027, senior status.
Offered at Online
3 Semester Credits

COMM5200 Leadership Communication
To ensure maximum effectiveness, every organization — large or small, private or nonprofit — requires communication. From a leadership perspective, communication is not only necessary but must be meaningful in order for stakeholders to accept and commit to leaders' ideas. This course examines how leaders in today's business world use their organizations' emotional resources to create institutional direction and vision; inspire and align followers; manage conflict and critical change; encourage team development; and foster a culture of inclusivity and productivity. The course also discusses the roles played by leadership style, interpersonal relationships, systems theory, technology and globalization in helping leaders create meaningful and impactful messaging throughout organizations.
Offered at Online
3 Semester Credits

COMM5300 Storytelling as a Business Tool
There are those individuals — in personal and/or professional circles — who are able to hold and command others' attention with their words. They blend art with skill to successfully capture the ideas, images and visions that enthrall and captivate their audience. These unique individuals are storytellers, and in the business world, they lead by creating vision, aligning employees, building community, and clarifying the need for organizational changes. This course examines the various forms of workplace communication storytellers employ to deliver their message and how they craft the most appropriate message for maximum impact on a targeted audience. Students have the opportunity to study various elements of quality storytelling and to develop their own organizational message using best practices.
Offered at Online
3 Semester Credits

COMM6200 Strategic Communications
This course examines an array of theoretical foundations as well as approaches and emerging research on the practice of strategic communication on individuals, groups and organizations. Students are exposed to ways that organizations use purposeful communication to achieve organizational goals. This course also introduces mass communication approaches, while emphasizing ethical methods to persuasive communication. Students are challenged to develop approaches to creative messaging in the social media and strategic communication plans of their own organizations.
Prerequisite(s): COMM5200.
Offered at Online
3 Semester Credits