

# Communication (COMM) Courses

## **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