

DEPARTMENT OF COMMUNICATION

W. Benjamin Myers, Chair

Degrees Offered

COMM 6200 Communication Research Methods

[3 credit hours]

Research methods, design and conventions in social scientific communication research including measurement, operationalizations, experimental and quasi-experimental design, analysis interpretation and reporting of findings, including quantitative and qualitative approaches.

Term Offered: Spring

COMM 6210 Principles And Practices Of Visual Communication

[3 credit hours]

This course explores the influence of factors like color and design on human visual communication, the role of Gestalt principles, and the impact of various forms of visual communication.

Term Offered: Fall

COMM 6220 Communication, Technology, And Society

[3 credit hours]

This course covers issues in communication technology including media, policy and strategic planning. Particular emphasis is given to the information revolution, communication industry development, and the marketplace for communication products.

Term Offered: Fall

COMM 6230 Communication, Propaganda And Persuasion

[3 credit hours]

This seminar examines techniques of persuasion in social science research and applications and how this knowledge is used for the engineering of perception, mobilization and consent in organizations and society.

Term Offered: Spring

COMM 6240 Communication, Ethics And The Workplace

[3 credit hours]

This course evaluates the impact of ethics on job performance, public perception of companies or agencies, and the ramifications of personal decision-making on the worker's job satisfaction and long-range goals.

COMM 6260 Business, Communication And Technology

[3 credit hours]

The course examines how organizations use media and communication strategies. Effective tools of communication to be studied include face-to-face interaction, dissemination of information through mass media, and communication through technologies.

Term Offered: Spring, Summer

COMM 6630 Public Relations Campaigns

[3 credit hours]

A thorough examination of the practices, techniques, tools and strategies used in contemporary public relations campaigns for graduate level students. Students will conduct in-depth and detailed graduate level research regarding the techniques and components of a PR strategic plan. Students will then compile and present two professional level original plans during the course of the semester. Graduate students will also lead class discussion during a designated day.

Term Offered: Spring, Fall

COMM 6980 Special Topics In Communication Studies

[3 credit hours]

Examination of emerging issues and topics in the field of communication. May be repeated for credit in different specialized topics.

Term Offered: Spring, Summer, Fall