

DEPARTMENT OF COMMUNICATION AND MEDIA

W. Benjamin Myers, Chair

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