

COMMUNICATION COM

Department of Communication College of Communication Arts and Sciences

- 100 Human Communication**
Fall, Spring, Summer. 3(3-0)
Process and functions of communication. Principles underlying communication behavior. Practice in analyzing communication situations and in speaking and writing.
- 225 An Introduction to Interpersonal Communication**
Fall, Spring, Summer. 3(3-0)
Principles and practices of interpersonal communication. Emphasis on effective and responsible interpersonal communication.
- 240 Introduction to Organizational Communication**
Fall, Spring, Summer. 4(4-0)
Theories, systems, structures and processes of organizational communication. Organizational cultures. Communication in multinational organizations and in individual, leadership, supervisor-subordinate and small group situations.
- 275 Effects of Mass Communication**
Fall, Spring, Summer. 3(3-0)
Major social effects of mass media on audience behavior. Political communication. Media effects on children. Message strategies producing attitude change. Interrelationships between mass media and interpersonal communication.
- 280 Principles, Practices and Ethics of Strategic Communication**
Fall, Spring, Summer. 4(4-0) R: Open to undergraduate students in the College of Communication Arts and Sciences.
Develop the skills necessary to apply strategic communication principles in support of organizational objectives. Leadership, credibility, responsiveness, ethics and legal considerations. Create targeted, innovative, research-based strategic plans to accomplish long-range goals.
- 300 Methods of Communication Inquiry**
Fall, Spring, Summer. 4(4-0) RB: Completion of University mathematics requirement. SA: COM 200
Nature and conduct of communication inquiry. Significant questions about communication and finding systematic answers.
- 301 Special Topics in Communication Science, Analytics and Research Methods**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in communication science, analytics, and research methods.
- 302 Special Topics in Health Communication**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in health communication.
- 303 Special Topics in Intercultural Communication**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in intercultural communication.
- 304 Special Topics in Interpersonal Communication**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in interpersonal communication.
- 305 Special Topics in Mediated Communication**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in mediated communication.
- 306 Special Topics in Organizational Communication**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in organizational communication.
- 307 Special Topics in Social Influence**
Spring. 3(3-0) P: COM 300 or concurrently
Trending topics in social influence.
- 310 Intercultural Communication**
Fall, Spring. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.
How two or more people from different cultures or ethnic and racial groups use psychological, communicative, relational, nonverbal, contextual, and discourse strategies to conduct their relationships focusing on how miscommunication occurs and how people learn to be interculturally competent.
- 320 Diversity and Communication**
Fall, Spring. 3(3-0) R: Open to juniors or seniors or sophomores in the College of Education or in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences.
Explore the interplay between communication processes and diverse identities such as race, ethnicity, class, sexual orientation, and gender.
- 325 Interpersonal Influence and Conflict**
Fall, Spring. 3(3-0) P: (COM 300 or concurrently) or (MKT 313 or concurrently) R: Open to sophomores or juniors or seniors in the College of Education or in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the Sales Leadership Minor.
Theories, processes and models of interpersonal influence and conflict. Conflict resolution, compliance-gaining, resistance and persuasion.
- 330 Health Communication**
Spring. 3(3-0) P: COM 300 or concurrently R: Open to undergraduate students in the College of Communication Arts and Sciences.
Survey of health communication theory and research. Provides a substantive foundation of relevant theories, research, practices, and current issues related to health communication across interpersonal, group, organizational, and mediated communication.
- 340 Leadership and Group Communication**
Fall, Spring, Summer. 3(3-0) P: (COM 300 or concurrently) or MKT 313 R: Open to sophomores or juniors or seniors in the Communication Major or in the Sales Leadership Minor or in the Broadcast Journalism Minor or in the Communication Leadership and Strategy major.
Theory and research on dyadic and group relations within organizations. Leadership, motivation, decision making, and teamwork.
- 360 Advanced Sales Communication**
Fall, Spring. 3(3-0) Interdepartmental with Advertising and Marketing. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.
Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.
- 375 Audience Response to Media Entertainment**
Fall, Spring, Summer. 3(3-0) P: COM 300 or concurrently R: Open to sophomores or juniors or seniors in the College of Communication Arts and Sciences.
Theory and research on audience responses to media entertainment. Models of audience responses, reactions to violence in media, and children and the media.
- 380 Crisis Communication and Rapid Response**
Fall, Spring, Summer. 3(3-0) P: COM 280 R: Open to undergraduate students in the College of Communication Arts and Sciences.
Elements of crisis communication and management. Pre-crisis planning, environmental scanning, strategies for crisis management and rapid response, and rebuilding public trust post-crisis. Emphasis on practical application of crisis communication theory, using case studies and practitioner engagement.
- 399 Special Topics in Communication**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to juniors or seniors in the College of Communication Arts and Sciences.
Contemporary issues in communication.
- 401 Advanced Topics in Communication (W)**
Spring. 4(4-0) P: (COM 300) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.
Exploring vital social, health, and political issues through communication research design.
- 402 Public Relations Topics in Communication**
Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402. R: Open to undergraduate students in the Public Relations Specialization.
Current topics related to the practice of public relations.
- 425 Communication in Close Relationships (W)**
Fall, Spring. 4(4-0) P: (COM 225 and COM 300) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.
In-depth treatment of current research and of theoretical and methodological issues.

COM—Communication

- 440 Organizational Communication Structure (W)**
Fall, Spring. 4(4-0) P: (COM 300 and COM 240) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.
Systems approaches to information processing and communication structures in organizations.
- 475 Communication Campaign Design and Analysis (W)**
Fall, Spring. 4(4-0) P: (COM 275 and COM 300) or ((ADV 325 or ADV 425) and completion of Tier I writing requirement) R: Open to juniors or seniors or graduate students in the Department of Communication or in the Public Relations Minor.
Design and analysis of campaigns presented through mediated channels including electronic and print media.
- 480 Capstone in Communication Leadership and Strategy**
Fall, Spring, Summer. 4(4-0) P: (COM 100 and COM 280 and COM 380 and COM 475 and COM 225 and COM 340) and completion of Tier I writing requirement R: Open to undergraduate students in the College of Communication Arts and Sciences.
Apply and demonstrate strategic communication leadership principles and theories in a semester-long comprehensive project. Course activities apply theoretical principles, concepts and skills gained in their course work.
- 483 Practicum in Sales Communication**
Fall, Spring. 1(1-0) P: (COM 225 and MKT 313 and COM 360) and (MKT 300 or MKT 327) RB: COM 100 R: Open to juniors or seniors in the Sales Communication Specialization.
Supervised practical experience in a professional sales environment
- 490 Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Not open to freshmen or sophomores. Approval of department; application required.
Directed study under faculty supervision.
- 493 Internship**
Fall, Spring, Summer. 1 to 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: (COM 240) and (COM 225 or COM 275) R: Open to sophomores or juniors or seniors in the Communication Major. Approval of department; application required.
Supervised practical experience in a professional environment.
- 494 Practicum in Communication Research and Instruction**
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to sophomores or juniors or seniors in the Department of Communication. Approval of department; application required.
Structured participation in departmental research teams and applied practice in the community.
- 801 Communication Research I**
Spring. 4(4-0)
Communication research strategy and methodology. Scientific process. Derivation and test of hypotheses. Methods of research design.
- 802 Communication Research II**
Spring. 4(4-0) RB: COM 801
Further consideration of communication research strategy and methodology. Topics include systems theory, cybernetics, and transactional approach.
- 803 Introduction to Quantitative Research Methods**
Spring, Summer. 3(3-0) Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication. SA: ADV 875, COM 800, JRN 817, TC 802
Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.
- 815 Organizational Communication I**
Spring. 3(3-0)
Emphasis on dyadic and group processes and organizational intervention strategies. Topics include managing diversity, organizational structure, and communication productivity.
- 816 Fundraising and Philanthropy in Non-profit Organizations**
Spring. 3(3-0) Interdepartmental with Advertising. Administered by Advertising. R: Open to graduate students in the College of Communication Arts and Sciences.
Principles, function, practice, ethics, and process of fundraising and philanthropic development. Societal role of nonprofit organizations.
- 820 Communication Theory and Process**
Spring. 3(3-0)
Role that theory plays in different areas of communication scholarship.
- 821 Mass Communication Theory and Research**
Fall, Spring. 3(3-0) SA: TC 821
Current mass communication research and theories, including exposure patterns, diffusion of news and social effects of mass media.
- 822 Theories of Interpersonal Communication**
Spring. 3(3-0)
Examination of a broad range of theories and research in interpersonal communication. Development of a theoretical foundation and demonstration of the utility of interpersonal theories in a variety of contexts.
- 828 Cross-Cultural Communication**
Spring. 3(3-0)
Problems in communicating across cultural boundaries, focusing on the processes, theories, and methods in the study of intercultural communication.
- 830 Applied Communication Research II**
Spring. 3(3-0)
Thesis production. Reporting and evaluating the results of communication research.
- 855 Codes and Code Systems**
Spring. 4(4-0)
Structure and function of verbal and nonverbal communication. Relationship between discourse and context. Generation of meaning through interaction.
- 860 Persuasion**
Spring. 3(3-0)
Use of messages to gain compliance and effect social change. Persuasion and attitude change from classical theories to contemporary situations.
- 874 Communication in Supply Chain Management**
Spring. 2(1-2) R: Open to master's students in the Supply Chain Management major.
Development of effective interpersonal communication skills. Oral communication in business settings, including presentation and interview skills. Use of appropriate technology for management presentations. Analysis of presentations in the work setting.
- 875 Communication Leadership Skills in Organizations**
Spring, Summer. 3(3-0) R: Open to master's students in the Accounting major.
Theoretical and practical approaches to organizational communication and leadership. Communication and responsibility in a new era. Leadership self-assessment, leadership in action and managerial communication, and leadership accountability.
- 890 Independent Study**
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Approval of department.
Individualized study under faculty direction.
- 893 Practicum**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. P: COM 803 and COM 820 or approval of department; application required RB: Minimum of 15 credits at the graduate level including COM 803 and COM 820. R: Open to master's students in the Department of Communication or in the Health and Risk Communication major or in the Communication major. Approval of department; application required.
Supervised experience in an applied-communication or health and risk communication setting.
- 899 Master's Thesis Research**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 14 credits in all enrollments for this course. R: Open only to graduate students in the Department of Communication.
Master's thesis research.
- 901 Communication Research Design I**
Spring. 4(4-0) RB: One introductory research design or statistics course. R: Open only to doctoral students.
Methods of data collection and analysis. Writing and critiquing research reports.
- 902 Communication Research Design II**
Spring. 4(4-0) RB: COM 901 R: Open only to graduate students.
Further study of methods of data collection and analysis. Writing and critiquing research reports.
- 915 Organizational Communication II**
Spring of odd years. 3(3-0) RB: COM 815
Organizational communication structure and information processing. The organization's embeddedness in a larger social environment.
- 921 Micro and Macro Media**
Spring of odd years. 3(3-0)
Perspectives on media processes pertaining to individuals, groups, and large-scale systems. Topics include cognitive processing of media, public opinion and affective responses to media.

922 Interpersonal Communication

Spring. 3(3-0)

Theory and research in interpersonal communication. Role of communication in processes such as interpersonal influence and relationship development.

990 Independent Study

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to graduate students in the Department of Communication. Approval of department.

Individualized study under faculty direction.

999 Doctoral Dissertation Research

Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 36 credits in all enrollments for this course. R: Open to doctoral students in the College of Communication Arts and Sciences or in the Department of Communication or in the Communication Major.

Doctoral dissertation research.