

# COMMUNICATION STUDIES

## Undergraduate Program Information

Communication Studies focuses on the complex role that human communication plays in everyday life. The undergraduate program in Communication Studies is designed to enhance students' interpersonal, presentation, and critical thinking skills. A successful graduate should be able to work effectively with people, assimilate, organize and analyze information, solve problems, make effective presentations, and demonstrate leadership. The program prepares students for careers in several professions, such as training and development, public relations, law, advertising and sales, government service, mediation, customer relations, human resources, international service, fundraising, and the ministry.

## Graduate Program Information

The Master of Arts in Communication Studies provides students with a social-scientific approach to the study of human interaction, using both quantitative and qualitative methods. Our curriculum is designed to explore how communication occurs interpersonally, within organizations, in social and mediated systems, and between and within cultures. Students take courses in interpersonal, organizational, and cultural communication. All graduate students take courses in communication theory and both qualitative and quantitative research methods. In addition, students can take courses in topics such as conflict management, leadership, persuasion, as well as family, health, nonverbal, and small-group communication.

The program offers a wide variety of courses, allowing students to select topics based on their special interests. In addition to courses, students can gain practical experience through departmental professional activities, such as graduate teaching assistantships, research, and colloquia.

## Master's Accelerated Program Information

The Master's Accelerated Program is an opportunity for qualified, advanced undergraduate students with a GPA of 3.25 or higher to begin their graduate studies while still undergraduates. Students accepted into the program will be able to take up to 12 credits that can be applied to a Master's degree in Communication Studies at New Mexico State University. This equates to one-third of the required credits to obtain a graduate degree in Communication Studies at NMSU.

**For a complete list of the qualifications and course requirements for the MAP program, see the Master of Arts in Communication Studies program.**

## Degrees for the Department

### Bachelor Degree(s)

- Communication Studies - Bachelor of Arts (<https://catalogs.nmsu.edu/nmsu/arts-sciences/communication-studies/communication-bachelor-arts/>)
- Communication Studies - Bachelor of Arts (Online) (<https://catalogs.nmsu.edu/global/nmsu-global/communication-studies-ba-online/>)

### Master Degree(s)

- Communication Studies (Analysis and Decision-Making) - Master of Arts (Online) (<https://catalogs.nmsu.edu/global/nmsu-global/communication-studies-analysis-decision-making-ma-online/>)
- Communication Studies (Leadership Communication) - Master of Arts (Online) (<https://catalogs.nmsu.edu/global/nmsu-global/communication-studies-leadership-communication-ma-online/>)
- Communication Studies (Organizational Communication) - Master of Arts (Online) (<https://catalogs.nmsu.edu/global/nmsu-global/communication-studies-organizational-communication-ma-online/>)
- Communication Studies - Master of Arts (<https://catalogs.nmsu.edu/nmsu/graduate-school/communication-studies-master-arts/>)

## Minors for the Department

- Communication Studies - Graduate Minor (<https://catalogs.nmsu.edu/nmsu/graduate-school/communication-studies-graduate-minor/>)
- Communication Studies - Graduate Minor (Online) (<https://catalogs.nmsu.edu/global/nmsu-global/communication-studies-graduate-minor-online/>)
- Communication Studies - Undergraduate Minor (<https://catalogs.nmsu.edu/nmsu/arts-sciences/communication-studies/communication-studies-undergraduate-minor/>)
- Communication Studies - Undergraduate Minor (Online) (<https://catalogs.nmsu.edu/global/nmsu-global/communication-studies-undergraduate-minor-online/>)
- Sports Communication - Undergraduate Minor (<https://catalogs.nmsu.edu/nmsu/arts-sciences/communication-studies/sports-communication-undergraduate-minor/>)

**Department Head: Greg G. Armfield, Ph.D.**

**Professors:** G. Armfield, J. Flora, and A. Hubbell

**Assistant Professors:** L. Dajches, G. Morales, and D. Shi

**College Assistant Professors:** J. Feltz and D. Romero

Greg G. Armfield, Ph.D. (University of Missouri-Columbia) – Communication and Sport, Organizational Communication, Leadership, and Religion

Leah Dajches, Ph.D. (University of Arizona) – Mass Communication, Fandom Studies, and Social Influence/Persuasion

Jason Feltz, Ed.D. (Grand Canyon University) – Leadership and Organizational Communication

Jeanne Flora, Ph.D. (University of Kansas) – Family Communication and Interpersonal Communication

Anne Hubbell, Ph.D. (Michigan State University) – Health Communication and Organizational Communication

Gabriela Morales, Ph.D. (University of New Mexico) – Communication & Culture and Health Communication

Dae Romero, MA. (New Mexico State University) – Communication & Identity and Intersectionality

Duli Shi, Ph.D. (University of Maryland, College Park) – Strategic Communication and Organizational Communication

## Communication Studies Courses

### COMM 1115G. Introduction to Communication

#### 3 Credits (1+2P)

This survey course introduces the principles of communication in the areas of interpersonal, intercultural, small group, organizational, public speaking, mass, and social media. May be repeated up to 3 credits.

#### Learning Outcomes

1. Describe basic communication terms, forms and concepts.
2. Identify basic communication research methods and theories.
3. Explain the significance of ethics and diversity in communication processes.
4. Apply various concepts and skills in multiple communication contexts.

### COMM 1130G. Public Speaking

#### 3 Credits (3)

This course introduces the theory and fundamental principles of public speaking, emphasizing audience analysis, reasoning, the use of evidence, and effective delivery. Students will study principles of communication theory and rhetoric and apply them in the analysis, preparation and presentation of speeches, including informative, persuasive, and impromptu speeches. May be repeated up to 3 credits.

#### Learning Outcomes

1. Demonstrate effective speech preparation.
2. Demonstrate effective speech delivery through use of language, nonverbal elements and the creation of presentation aids.
3. Analyze a potential audience and tailor a speech to that audience.
4. Evaluate presentations according to specific criteria.
5. Explain common propaganda techniques and logical fallacies, and identify them in the speeches of others.
6. Recognize diversity and ethical considerations in public speaking.

### COMM 2110. Communication Theory

#### 3 Credits (3)

This course provides an exploration of major theories, concepts and methods of research in the study of human communication. May be repeated up to 3 credits.

#### Learning Outcomes

1. Identify, explain, and illustrate key concepts and principles of the major traditions of communication theory.
2. Analyze practical problems and situations using theories.
3. Integrate research correctly and ethically from credible sources to support the primary purpose of communication.

### COMM 2996. Special Topics

#### 1-3 Credits (1-3)

Specific subjects and credits to be announced in the Schedule of Classes. May be repeated up to 12 credits.

#### Learning Outcomes

1. Define and describe key concepts and principles related to the group study or selected topic as identified by the course subtitle.
2. Apply key concepts and principles related to the group study or selected topic as identified by the course subtitle.

### COMM 2997. Independent Study

#### 1-3 Credits (1-3)

Individualized, self-paced projects for students with a special interest in communication topics. Students must be sophomore standing to enroll. May be repeated up to 6 credits.

**Prerequisite:** COMM 1115G.

#### Learning Outcomes

1. The student will study a selected topic and conduct a literature review or comparable research assignment.
2. The student will apply knowledge and understanding of the topic in a final paper or project.

### COMM 3110. Communication Theory and Discovery

#### 3 Credits (3)

The course explores the nature of communication science, major communication theories, and how communication research is conducted and interpreted.

#### Learning Outcomes

1. Understand philosophical underpinnings of communication theories and methods
2. Understand the relationship between theory and research methods in the field of communication
3. Apply concepts, theories, and research findings to various contexts outside of the classroom
4. Become an intelligent consumer of research: have the ability to read, comprehend, demonstrate understanding and critically evaluate communication and other research reported in scholarly journals and published documents as well as in the popular press.

### COMM 3120. Persuasion Theory and Practice

#### 3 Credits (3)

Students will be introduced to the field of persuasion and social influence. We will review current and classical theories as well as research on attitudes and attitude change. We will explore, construct, and analyze persuasive messages using persuasive theories, and we will focus on subtopics within persuasion like interpersonal and mass communication.

#### Learning Outcomes

1. Differentiate the major theories in the field of persuasive communication.
2. Design persuasive messages using principles from the theories covered in class.
3. Analyze and understand the workings of a persuasive message.
4. Become a (more) critical consumer of persuasive messages.
5. Apply and recognize persuasive communication theories in your own life.

### COMM 3510. Organizational Communication

#### 3 Credits (3)

Communication strategies and patterns of private and governmental organizations, including research on the communication process. May be repeated up to 3 credits.

#### Learning Outcomes

1. Evaluate the organizational theory, concepts, and research discussed in class and their implications for the field of organizational communication.
2. Explain the role communication plays in each of the organizational communication processes discussed in class.
3. Critically assess communication practices within all types of organizations.
4. Evaluate the ethical issues brought forth in organizational communication.

### COMM 3530. Conflict Management

#### 3 Credits (3)

Communication strategies to manage and negotiate conflict in intrapersonal, interpersonal, group, and organizational settings. May be repeated up to 3 credits.

**Learning Outcomes**

1. Analyze the role of communication in conflict and conflict management processes.
2. Analyze the components of conflict that lead to constructive or destructive communication patterns.
3. Evaluate the effectiveness and appropriateness of strategies, methods, and responses that are appropriate to a given conflict situation.

**COMM 3610. Interpersonal Communication**

**3 Credits (3)**

Theories of interpersonal communication and relational communication including study of relevant models, contexts and constructs. May be repeated up to 3 credits.

**Learning Outcomes**

1. To define and describe communication and interpersonal communication.
2. To identify and describe concepts and behaviors related to nonverbal, verbal, relational, interpretive, role, self, and goal competence in the context of interpersonal communication.
3. To compare and apply concepts of interpersonal communication competence by reflecting on examples from communication in personal and everyday relationships.
4. To define, apply, and analyze concepts of family communication competence in media portrayals of, and in one's own experience of, family communication.
5. To define, apply, and analyze concepts of romantic communication competence in either a personal romantic relationship or in the example of a couple observed/interviewed.

**COMM 3710. Communication and Culture**

**3 Credits (3)**

Cultural and intercultural communication theory and behavior, with a concentration on the development of specific communication skills which should facilitate effective intercultural communication. May be repeated up to 3 credits.

**Learning Outcomes**

1. Define culture and other related concepts.
2. Explain processes of enculturation and acculturation.
3. Apply the concepts to one's own experience.
4. Create new ways of presenting material about culture and communication.

**COMM 4210. Political Communication**

**3 Credits (3)**

Presidential and congressional campaigns, political persuasion techniques, political advertising, power in language, and media aspects of political information. Ideology, resistance to political manipulation, and dependence of democracies on communication. May be repeated up to 3 credits.

**Learning Outcomes**

1. Identify and explain key concepts in political communication, and apply that knowledge to your own life experiences and views on the world.
2. Read and critically analyze current research in political communication.

3. Become informed and critical consumers of political messages and the news media.

**COMM 4220. Communication Technologies**

**3 Credits (3)**

Development and evolution of human communication technologies from prehistory through the future of computer-mediated communication networks. Examines behavioral, cognitive, social, cultural, and political issues of new communication technologies and their use and management. May be repeated up to 3 credits.

**Learning Outcomes**

1. Understand the key concepts, theories, and research findings regarding scholarly investigations of new media technologies.
2. Apply concepts, theories, and research findings related to social media to a variety of social issues and one's own lived experiences.
3. Develop the ability to think about social media critically and analytically.
4. Learn how to effectively communicate ideas, information, and messages through new media technologies (particularly, social media platforms) in order to achieve a specific goal.
5. Articulate the benefits and drawbacks of living in a digital world.

**COMM 4230. Strategic Communication**

**3 Credits (3)**

This course covers history, theory, and research related to the use of strategic organizational communication to change attitudes. The course is a survey course designed to help you understand how organizations create targeted, creative, research-based communication to accomplish their objectives. Students will examine the role of communication in organizational planning and execution of advertising, marketing, public relations, and social change. Strategic Communication provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse world.

**Learning Outcomes**

1. Understand the definition of strategic communication and its analysis levels.
2. Understand the career options you might have with strategic communication.
3. Get familiar with ethical strategic communication practices.
4. Learn how to conduct strategic communication planning.
5. Analyze an organization's diverse stakeholder groups.
6. Derive effective message tactics and campaign designs with different media.
7. Develop a campaign plans book for your selected client.

**COMM 4310. Sports Communication**

**3 Credits (3)**

This course provides a senior-level exploration of the role sports and sports communication plays in contemporary culture. Readings will examine the interrelationship between sports and media in society, the identities that fans assume when engaging in fanship and sports viewership, the pervasiveness of sports communication practices in the sports industry, the role of media in story telling, and the way cultural identifiers of class, ethnicity, and gender play out in the media. This is taught with COMM 5310. May be repeated up to 3 credits.

**Learning Outcomes**

1. Evaluate the historical impact of sports on society.
2. Understand the evolution of sports media and ESPN and its impact on American culture.

3. Assess existing and future sports communication research and media theory.
4. Assess the current trends in sports media and the culture of sports.
5. Transfer knowledge of sports communication to a critical appreciation of sports media; including the study of image repair and framing theory.

#### **COMM 4520. Small Group Communication**

##### **3 Credits (3)**

Principles and methods of modern group discussion with emphasis on the role of the group in problem solving. May be repeated up to 3 credits.

##### **Learning Outcomes**

1. Recognize and develop a complex understanding of the theories and principles of group communication.
2. Become an intelligent consumer of group research literature.
3. Adopt and articulate a clearly developed communication perspective toward group research.
4. Gain an understanding of the within-group phenomena.

#### **COMM 4530. Leadership Communication**

##### **3 Credits (3)**

Examination of traditional theories and concepts of leader-follower dynamics; presentation of cognitive, systems, and symbolic interpretative views of leadership with an emphasis on persuasion and motivation in leader-follower interactions. May be repeated up to 3 credits.

##### **Learning Outcomes**

1. Apply leadership concepts and theories.
2. Analyze leadership philosophies.
3. Identify the fundamental ways leadership is practiced in organizations.
4. Assess your own leadership traits and behaviors.
5. Develop your own personal leadership philosophy.

#### **COMM 4550. Case Studies in Leadership Communication**

##### **3 Credits (3)**

Students will assess, synthesize, integrate and evaluate research in the area of leadership and organizational communication. Students will interact with modern topics related to communication and organizations through the analysis and discussion of various cases pulled from current events in organizational research.

##### **Learning Outcomes**

1. Practice case analysis related to organizational theories and skills.
2. Apply leadership communication concepts and theories to real life scenarios.
3. Develop critical thinking skills for inclusive leaders.
4. Examine the role of the inclusive model of leadership within organizations.
5. Develop your own case studies related to current organizational topics.
6. Examine emerging organizational ethics issues such as gender, ethics, and morality within leadership.
7. Develop an understanding of the personal and organizational factors related to leading teams and organizations.

#### **COMM 4560. Ethics & Diversity in Leadership Communication**

##### **3 Credits (3)**

To provide students with an opportunity to explore the issues related to ethical decision-making and personal ethical development as they apply to interpersonal communication, followership, organizations, diversity, and organizational citizenship.

#### **Learning Outcomes**

1. Practice personal ethical decision-making in organizations.
2. Apply ethical leadership concepts and theories to real-life scenarios.
3. Develop critical thinking skills for inclusive leaders.
4. Examine the role of individual morals and philosophies in organizational ethics.
5. Develop your own personal philosophy of organizational ethics.
6. Examine emerging organizational ethics issues.
7. Develop an understanding of the personal and organizational factors related to ethics and diversity.

#### **COMM 4620. Deception and Communication**

##### **3 Credits (3)**

Deceptive communication including nonverbal indicators of lies, types of lies, and influence of relationships on lying behavior and interpretation. May be repeated up to 3 credits.

##### **Learning Outcomes**

1. Students will acquire basic knowledge of research on Deception.
2. Students will be able to identify reasons for why people lie.
3. Students will be able to apply the course concepts to real world situations.
4. Students will be able to tell the difference between what is "true" and what is "false" about how we deceive in the popular press and movies/TV.
5. Students will learn about THE two theories in the area of Deception and be able to differentiate between them.

#### **COMM 4630. Family Communication**

##### **3 Credits (3)**

This course examines cutting edge research on family communication, as well as classic theories and research findings that have influenced and revolutionized the way scholars conceptualize family interaction. May be repeated up to 3 credits.

##### **Learning Outcomes**

1. To develop a communication perspective on the family as a system.
2. To identify and distinguish between theories of family interaction.
3. To recognize and explain how family communication patterns and processes affect communication between family members.
4. To analyze communication processes that are unique to family subsystems such as romantic, parent-child, sibling, and extended family relationships.
5. To analyze the role of family interaction in the development and course of mental and physical health problems.
6. To analyze theories of family stress and the impact of specific family stressors on family interaction and well-being.
7. To apply theories and concepts to real-life scenarios.

#### **COMM 4640. Nonverbal Communication**

##### **3 Credits (3)**

Study of and experimentation with nonverbal aspects of human communication as vital components of the total communication process. May be repeated up to 3 credits.

##### **Learning Outcomes**

1. To analyze nonverbal channels of communication between persons, including channels such as the voice, face, eyes, posture, gestures, space, territory, clothing, paralanguage, and touch.
2. To analyze how nonverbal behaviors collectively communicate functions such as dominance, deception, intimacy, and turn-taking.

3. To analyze individual and social factors affecting the production of nonverbal behaviors, and the effects of such behaviors on others' attitudes, perceptions, cognitions, and relationships.
4. To analyze the origins of nonverbal communication, by examining developmental trends, continuities with other animal species, cultural similarities and differences, and physiological bases.
5. To examine applications of nonverbal research and theory to infant development, personality, gender, relational satisfaction, relationship development, culture, aging, and social media.

**COMM 4720. International Communication**  
**3 Credits (3)**

Exploration of the forms and channels of communication is substantially influenced by international cultural and political factors. Covers: global communication technology; news, information, and entertainment flows; and international diplomacy and negotiation. May be repeated up to 3 credits.

**Learning Outcomes**

1. Demonstrate an understanding of the history of international communications, and the issues and controversies that have appeared.
2. Demonstrate an understanding of the international agencies responsible for the regulation of media, including content, and technologies.

**COMM 4730. Environmental Communication**  
**3 Credits (3)**

Examines the link between communication and environment within the context of communication scholarship. Topics include sense of place, cultural approaches to interacting with environment as well as exploring current themes surrounding environment. May be repeated up to 3 credits.

**Learning Outcomes**

1. Identify ways in which public discourses socially construct relationships between nature and humans.
2. Demonstrate an understanding of critical and cultural approaches to environmental communication.
3. Identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making.
4. Demonstrate an ability to critically evaluate environmental advocacy, deliberation, and public relations.

**COMM 4750. Health Communication**  
**3 Credits (3)**

Examination of central issues in communication theory and practice as applied to health care. Includes communication in health care organizations, media dissemination of health information, role of communication in disease prevention and health promotion, and symbolic meaning of illness within cultures. May be repeated up to 3 credits.

**Learning Outcomes**

1. Students will gain an understanding of health communication theories and concepts.
2. Students will be able to apply theories and concepts to a real-world health issue.
3. Students will be able to differentiate among health communication theories and concepts.

**COMM 4996. Selected Topics**  
**1-6 Credits (1-6)**

Individual and/or group study of selected topics. To be identified by subtitle. May be repeated up to 12 credits.

**Learning Outcomes**

1. Gain basic knowledge regarding the group study or selected topic as identified by the course subtitle.
2. Gain expert insight into the selected topic identified by the course subtitle.

**COMM 4997. Independent Study**  
**1-3 Credits (1-3)**

Individualized, self-paced projects for advanced students. Students must be in junior standing to enroll. May be repeated up to 6 credits.

**Prerequisite:** COMM 1115G.

**Learning Outcomes**

1. The student will study a selected topic and conduct a literature review or comparable research assignment.
2. The student must demonstrate both quantity and quality of knowledge and understanding of the topic in a final written paper.

**COMM 4998. Communication Internship**  
**3 Credits (3)**

Internship opportunity to apply what has been learned to a real-world situation. Students must be in junior standing to enroll. Students must be in Junior or Senior Standing. May be repeated up to 6 credits.

**Prerequisite:** COMM 3510.

**Learning Outcomes**

1. Apply course concepts and discussion topics to the internship experience.
2. Differentiate between good and poor communication skills.
3. Evaluate the complex communication phenomena within the workplace.
4. Apply a valuable experiential education outside of the classroom.

**COMM 5110. Theories of Communication**  
**3 Credits (3)**

The theories covered in this course are intended to provide you with a foundational background for future graduate courses that will explore theoretical and topical areas of study in more depth. May be repeated up to 3 credits.

**Learning Outcomes**

1. Learn how theories are developed, analyzed, evaluated, and applied.
2. Be able to assess, synthesize, and evaluate communication theories.
3. Gain a broad overview of the field of human communication theory.
4. Appreciate the diversity of theoretical ideas within communication literature.
5. Develop a deeper understanding through the exploration of selected topics.
6. Begin to solidify a theoretical stance of your own that will motivate and guide further studies.

**COMM 5120. Persuasion Theory**  
**3 Credits (3)**

Work with an actual persuasion campaign, such as public information, political, or commercial marketing campaigns. Includes case studies of large-scale persuasion efforts, current theoretical models of persuasion processes, and methods for studying, evaluating, and refining messages for optimal effects. May be repeated up to 3 credits.

**Learning Outcomes**

1. Become a critical consumer of persuasive messages and persuasive campaigns.

2. Create persuasive messages utilizing principles from one or more of the theories covered in class.
3. Apply concepts, theories, and research findings to various contexts outside of the classroom.

### **COMM 5130. Quantitative Research Methods**

#### **3 Credits (3)**

Seminar in the quantitative study of human communication phenomena, research design, and statistical analysis. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Understand the logic of social science research.
2. Compare different research methods (experiment, survey, content analysis, and so on).
3. Develop and write clear hypotheses.
4. Understand how to assess the validity and reliability of measures.
5. Design a survey to test your hypotheses.
6. Use statistical analyses to answer questions in the field of communication.
7. Discuss the limitations of your study and the implications for your conclusions.
8. Become a better consumer of statistics and social science research.

### **COMM 5140. Qualitative Research Methods in Communication**

#### **3 Credits (3)**

Survey of qualitative research methods in the study of human communication, including historical and critical approaches, interviewing, participant-observation, and communication ethnography. Students apply methods to their own research. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Learn about the nature and application of qualitative research in social and organizational research.
2. Learn to conceptualize qualitative research and to formulate problem statements and research questions.
3. Learn how to design a qualitative research study.
4. Learn about qualitative data collection procedures—observation, interviews, focus group interviews, and collection and use of documents and archival data.
5. Apply research design and data collection skills by undertaking a pilot research study.

### **COMM 5210. Political Communication**

#### **3 Credits (3)**

Political communication theory, research, and issues. Empirical studies of campaigns, movements, news media, voter decision-making, political participation, socialization, and knowledge. Political theory, field research, communication science findings and research methods. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Identify and explain key concepts in political communication, and apply that knowledge to your own life experiences and views on the world.
2. Read and critically analyze current research in political communication.
3. Become informed and critical consumers of political messages and the news media.

### **COMM 5220. Communication Technologies**

#### **3 Credits (3)**

Seminar on design, usage, and social impact of electronic mail, communication through computer networks, and new technologies

of organizational communication such as group decision support systems (GDSS). Each student will study an actual application of a major communication technology in an organization. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Understand the key concepts, theories, and research findings regarding scholarly investigations of new media technologies.
2. Apply concepts, theories, and research findings related to social media to a variety of social issues and one's own lived experiences.
3. Develop the ability to think about social media critically and analytically.
4. Learn how to effectively communicate ideas, information, and messages through new media technologies (particularly, social media platforms) in order to achieve a specific goal.
5. Articulate the benefits and drawbacks of living in a digital world.

### **COMM 5230. Strategic Communication**

#### **3 Credits (3)**

This course covers history, theory, and research related to the use of strategic organizational communication to change attitudes. The course is a survey course designed to help you understand how organizations create targeted, creative, research-based communication to accomplish their objectives. Students will examine the role of communication in organizational planning and execution of advertising, marketing, public relations, and social change. Strategic Communication provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse world. Graduate students will be required to fulfill advanced research and presentation requirements.

#### **Learning Outcomes**

1. Understand the definition of strategic communication and its analysis levels.
2. Understand the career options you might have with strategic communication.
3. Get familiar with ethical strategic communication practices.
4. Learn how to conduct strategic communication planning.
5. Analyze an organization's diverse stakeholder groups.
6. Derive effective message tactics and campaign designs with different media.
7. Develop a campaign plans book for your selected client.

### **COMM 5310. Sports Communication**

#### **3 Credits (3)**

This seminar provides a graduate-level exploration of the role sports and sports communication plays in contemporary culture. Readings will examine the interrelationship between sports and media in society, the identities that fans assume when engaging in fandom and sports viewership, the pervasiveness of sports communication practices in the sports industry, the role of media in story telling, and the way cultural identifiers of class, ethnicity, and gender play out in the media. This is taught with COMM 4310. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Evaluate the historical impact of sports on society.
2. Understand the evolution of sports media and ESPN and its impact on American culture.
3. Assess existing and future sports communication research and media theory.
4. Assess the current trends in sports media and the culture of sports.

5. Transfer knowledge of sports communication to a critical appreciation of sports media; including the study of image repair and framing theory.

### **COMM 5510. Organizational Communication**

#### **3 Credits (3)**

Communication strategies and patterns of private and governmental organizations, including research on communication systems. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Recognize and develop a complex understanding of the theories and principles of organizational culture and communication.
2. Become an intelligent consumer of organizational culture.
3. Plan, design, execute, interpret, and/or critically evaluate the conclusions of an original organizational communication research project.
4. Adopt and articulate a clearly developed communication perspective toward organizational research.

### **COMM 5530. Leadership Communication**

#### **3 Credits (3)**

This course examines traditional theories and concepts of leadership and also highlights popular and historic leaders. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Equip students with effective leadership skills.
2. Apply leadership concepts and theories to real-life scenarios.
3. Develop critical thinking skills for inclusive leaders.
4. Analyze leadership philosophies.
5. Identify the fundamental ways leadership is practiced in organizations.
6. Develop your own personal philosophy of organizational ethics.
7. Develop skills to be able to identify modern trends in organizations and emerging organizational leaders.

### **COMM 5550. Case Studies in Leadership Communication**

#### **3 Credits (3)**

Students will assess, synthesize, integrate and evaluate research in the area of leadership and organizational communication. Students will interact with modern topics related to communication and organizations through the analysis and discussion of various cases pulled from current events in organizational research. COMM 5550 is the graduate version of COMM 4550. Additional work will be required for Graduate Students.

#### **Learning Outcomes**

1. Practice case analysis related to organizational theories and skills.
2. Apply leadership communication concepts and theories to real life scenarios.
3. Develop critical thinking skills for inclusive leaders.
4. Examine the role of the inclusive model of leadership within organizations.
5. Develop your own case studies related to current organizational topics.
6. Examine emerging organizational ethics issues such as gender, ethics, and morality within leadership.
7. Develop an understanding of the personal and organizational factors related to leading teams and organizations.

### **COMM 5560. Ethics & Diversity in Leadership Communication**

#### **3 Credits (3)**

To provide students with an opportunity to explore the issues related to ethical decision-making and personal ethical development as they apply to interpersonal communication, followership, organizations, diversity, and organizational citizenship. Additional work will be required for Graduate Students.

#### **Learning Outcomes**

1. Practice personal ethical decision-making in organizations.
2. Apply ethical leadership concepts and theories to real-life scenarios.
3. Develop critical thinking skills for inclusive leaders.
4. Examine the role of individual morals and philosophies in organizational ethics.
5. Develop your own personal philosophy of organizational ethics.
6. Examine emerging organizational ethics issues.
7. Develop an understanding of the personal and organizational factors related to ethics and diversity.

### **COMM 5610. Interpersonal Communication**

#### **3 Credits (3)**

Theories of interpersonal communication and communication within a relationship, including study of relevant models, contexts, and constructs. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. To define interpersonal communication, explore relationship types, and analyze demographic trends in personal relationships.
2. To examine the human need for interpersonal relationships, as well as social networks, the development of social skills, and the role of social support.
3. To analyze how people develop and communicate their identity within relationships.
4. To examine the role of communication in developing and maintaining relationships, with a focus on relational stages, turning points, dialectics, uncertainty, expectations, self-disclosure, affection, intimacy, influence, conflict, power, as well as cultural influences to close relationships.
5. To analyze relational hurt, relational transgressions, relational deterioration, and termination from a communication perspective.
6. To analyze and review current theory and peer-reviewed research in interpersonal communication.
7. To examine practical applications of interpersonal communication that have the potential to help or harm people, and to explore the gaps and links between theory and practice.

### **COMM 5630. Family Communication**

#### **3 Credits (3)**

This course examines cutting edge research on family communication, as well as classic theories and research findings that have influenced and revolutionized the way scholars conceptualize family interaction. Topics include basic family communication processes, communication in family subsystems, communication during family stress, and the role of family interaction in health and well-being. Students will explore how family relationships are built, maintained, and destroyed by communication as well as the potentially important and long lasting effects of family relationships on individuals. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. To develop a communication perspective on the family as a system.
2. To identify and distinguish between theories of family interaction.
3. To recognize and explain how family communication patterns and processes affect communication between family members.

4. To analyze communication processes that are unique to family subsystems such as romantic, parent-child, sibling, and extended family relationships.
5. To analyze theories of family stress and the impact of specific family stressors on family interaction and well-being.
6. To analyze the role of family interaction in the development and course of mental and physical health problems.
7. To analyze and review current theory and peer-reviewed research in family communication.
8. To examine practical applications of family communication that have the potential to help or harm people, and to explore the gaps and links between theory and practice.

**COMM 5640. Nonverbal Communication**  
**3 Credits (3)**

This course focuses on human physical behaviors as the basis of communication between persons. This physical behavior includes such variables as the voice, face, eyes, posture, gesture, space, territory, clothing, and touch. The content of the course considers the individual and social factors affecting the production of such behaviors, and the effects of such behaviors on others' attitudes, perceptions, cognitions, and relationships. Applications of research and theory in nonverbal communication to infant development, personality, sex differences, marital satisfaction, relationship development, culture, aging, and brain functioning are also studied throughout the course. May be repeated up to 3 credits.

**Learning Outcomes**

1. To analyze nonverbal channels of communication between persons, including channels such as the voice, face, eyes, posture, gestures, space, territory, clothing, paralanguage, and touch.
2. To analyze how nonverbal behaviors collectively communicate functions such as dominance, deception, intimacy, and turn-taking.
3. To analyze individual and social factors affecting the production of nonverbal behaviors, and the effects of such behaviors on others' attitudes, perceptions, cognitions, and relationships.
4. To analyze the origins of nonverbal communication, by examining developmental trends, continuities with other animal species, cultural similarities and differences, and physiological bases.
5. To examine applications of nonverbal research and theory to infant development, personality, gender, relational satisfaction, relationship development, culture, aging, and social media.
6. To analyze and review current theory and peer-reviewed research in nonverbal communication.

**COMM 5710. Communication and Culture**  
**3 Credits (3)**

Cultural and intercultural communication theory and research. Focuses on discovering and describing distinctive ways of speaking within and between cultures.

**Learning Outcomes**

1. Analyze the complex intersections between communication and culture.
2. Understanding the definition of culture.
3. Analyze how culture is expressed.
4. Learn how culture is studied.
5. Understand what happens when we engage in intercultural communication.

**COMM 5994. MA Project**  
**1-6 Credits (1-6)**

Project credits are used for the master's degree project option. May be repeated up to 6 credits.

**Learning Outcomes**

1. Propose and defend the project during the first semester.
2. Complete and defend the project during the second semester.

**COMM 5996. Special Topics**

**1-9 Credits (1-9)**

Individual and/or group study of special topics. To be identified by subtitle. May be repeated up to 99 credits.

**Learning Outcomes**

1. Gain basic knowledge regarding the group study or selected topic as identified by the course subtitle.
2. Gain expert insight into the selected topic identified by the course subtitle.

**COMM 5997. Independent Study**

**1-6 Credits (1-6)**

Individualized, self-paced projects. May be repeated up to 99 credits.

**Learning Outcomes**

1. The student will study a selected topic and conduct a literature review or comparable research assignment.
2. The student must demonstrate both quantity and quality of knowledge and understanding of the topic in a final written paper.

**COMM 5998. Communication Internship for Graduate Students**

**3 Credits (3)**

Internship opportunity to apply what students have learned to the real world. May be repeated up to 3 credits.

**Learning Outcomes**

1. Apply course concepts and discussion topics to the internship experience.
2. Differentiate between good and poor communication skills.
3. Evaluate the complex communication phenomena within the workplace.
4. Apply a valuable experiential education outside of the classroom.

**COMM 5999. Master's Thesis**

**1-15 Credits (1-15)**

Thesis. May be repeated up to 88 credits.

**Learning Outcomes**

1. Submit Thesis Proposal and defend the first semester of enrollment.
2. Complete Thesis and defend during the second semester of enrollment.

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