School of Communication (7600)

7600:500 History of Journalism in America (3 Credits)
A review and analysis of the historical evolution of journalism in America, focusing primarily on newspapers, magazines, radio, television.

7600:501 Orientation to Communication Online Study (1 Credit)
An orientation for graduate students in the Strategic Communication MA program to understand graduate work, the field, and advising specifically for the 100% online program.

7600:502 Informatics & Data Analysis in Communication (1 Credit)
Prerequisite or corequisite: 7600:501. An examination on the influence that information has on communication across different contexts. Includes strategic information seeking, gathering, processing and understanding data.

7600:506 Contemporary Public Relations (3 Credits)
Study and practical application of communication concepts, theories and skills relevant to public relations programs in businesses and nonprofit organizations.

7600:508 Women, Minorities & News (3 Credits)
Study of images of women and minorities in U.S. news, along with the power women and minorities have as decision-makers in the news industry.

7600:510 Crisis Communication (3 Credits)
Prerequisite or corequisite: 7600:501. This course focuses on crisis communication, crisis communication theory, and research of events that require the use of crisis communication messages.

7600:516 New Media Writing (3 Credits)
Prerequisite: Permission. This class will look at how today’s professionals practice online publishing. Students will work on writing and reporting skills need in New Media.

7600:517 New Media Production (3 Credits)
Prerequisite: 7600:516. Covers practical application of software to create on-line multimedia documents and explores design ideas for New Media content.

7600:520 Magazine Writing (3 Credits)
An advanced writing class designed to develop the specialized reporting, researching, and writing skills needed in consumer and specialized business magazines today.

7600:525 Commercial Electronic Publishing (3 Credits)
This advanced class allows an in depth investigation of the business and production principles of electronic publishing of magazines.

7600:531 Risk Communication (3 Credits)
Prerequisite: 7600:501. This course explains and defines the applied nature of risk communication. Students will analyze risk situations, develop and execute messaging strategies, and assess message effectiveness.

7600:536 Analyzing Organizational Communication (3 Credits)
Prerequisite: 7600:535 or permission. Methodology for in-depth analysis and application of communication in organizations; team building, conflict management, communication flow. Individual and group projects; simulations.

7600:538 Health Communication (3 Credits)
This course presents an overview of health communication theory and research issues in interpersonal, small group, organizational, public relations, and mass media contexts.

7600:540 Strategic Social Media (3 Credits)
Prerequisite or corequisite: 7600:501. This course provides an overview of the current social media landscape, and explores theories, research, business models and strategies of social media marketing and communication.

7600:541 Media Entrepreneurship (3 Credits)
Prerequisite: 7600:501. This course provides an overview of how business is conducted in media industries and helps students identify business and entrepreneurship opportunities in a convergent environment.

7600:542 Social Media Metrics and Analytics (3 Credits)
Prerequisite: 7600:540. This course gives students the knowledge and tools to measure social media effectively. Students will learn how to measure, monitor, and evaluate social media communication.

7600:546 Women, Minorities & Media (3 Credits)
Examination of the media’s portrayal of white women and people of color and the roles of media decision-makers as powerful counterparts to these images.

7600:550 Sport Communication (3 Credits)
Prerequisite or corequisite: 7600:501. This course provides an intensive overview of the field of sport communication, and explores opportunities and challenges for sport communication.

7600:554 Theory of Group Processes (3 Credits)
Group communication theory and conference leadership as applied to individual projects and seminar reports.

7600:557 Public Speaking in America (3 Credits)
Survey and critical analysis of major speakers, speeches and speech movements in American history. Examines how style and content of American speaking influenced events and reflected their times.

7600:559 Leadership and Communication (3 Credits)
Theories of leadership and communication across public, organizational, small group, interpersonal, and political contexts. Assessments tools provided. Guest speakers.

7600:560 Science Communication (3 Credits)
Prerequisite or corequisite: 7600:501. Provides an overview of popular communication approaches in science, the role of communication in science, and how to communicate science to non-technical audience.

7600:561 Ethics in Science Communication (3 Credits)
Prerequisites: 7600:560. This course will explore professional approaches to ethical decision making and apply them to science communication.

7600:562 Advanced Media Writing (3 Credits)
Prerequisite: Permission of instructor. A study of film and video editing. It provides practical experience and exposure to the various creative approaches and techniques of film / video editing.

7600:568 Advanced Audio and Video Editing (3 Credits)
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7600:548 Women, Minorities & Media (3 Credits)
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7600:571 Theories of Rhetoric (3 Credits)
Study of key figures in history of rhetorical theory, stressing interrelationships among theories of rhetoric, intellectual climates and social climates.

7600:575 Political Communication (3 Credits)
Students explore the relationship between politicians, citizens, and media. Topics include media coverage, campaign technologies, advertising, debates, engagement, rhetoric, and attitudes. Theories and methodologies analyzed.

7600:581 Film As Art: An Introduction to the Film Form (3 Credits)
A study of the role and function of Cinematography, Editing, Sound, and Mise-en-scène as they shape the meaning of the film, within the context of the traditional / non-traditional narratives and the documentary structure.

7600:590 Workshop in Communication (1-3 Credits)
(May be repeated for a total of six credits) Group study or group projects investigating a particular phase of media not covered by other courses in curriculum.

7600:599 Capstone (1 Credit)
Prerequisite or corequisite: 7600:501. Prerequisite: Completion of 21 credits in the Strategic Communication curriculum. Required capstone project for eligibility for graduation in the online MA in Strategic Communication.

7600:600 Introduction to Graduate Study in Communication (3 Credits)
Introduction to the ideas and scholarship that constitute the various research interests in the department.

7600:601 Mixed Methods of Communication Research (3 Credits)
Prerequisite: 7600:501. This course focuses on the basic concepts of how to conduct and analyze communication research using various methodologies. Students will learn quantitative and qualitative methods.

7600:602 Qualitative Methods in Communication (3 Credits)
Prerequisite: 7600:600. The course covers paradigms underlying qualitative inquiry, major methods of inquiry, and techniques utilized in the communication discipline. The course fosters students’ ability to conduct qualitative research through gathering and analyzing data.

7600:603 Quantitative Methods in Communication (3 Credits)
An introduction to elementary concepts of empirical and quantitative research and their application in studies of mass media research topics.

7600:606 Communication Problems in the Basic Speech Course (1 Credit)
Designed to train a graduate student in methods and materials of introductory speech course. Required of all teaching graduate assistants.

7600:608 Communication Pedagogy (3 Credits)
Overview of the foundational principles for teaching communication courses including philosophical and theoretical perspectives, strategies and tools.

7600:623 Applied Communication Theory (3 Credits)
Prerequisite or corequisite: 7600:501. This course is designed to merge critical thinking and research skills in order to facilitate explorations of communication phenomena through a number of theoretical perspectives.

7600:624 Survey of Communication Theory (3 Credits)
Study of dimensions of field of communication: information analysis, social interaction and semantic analysis.

7600:625 Theories of Mass Communication (3 Credits)
Prerequisite: 7600:600 or permission of instructor. A review of theories of mass media and studies exploring the effect of media.

7600:630 Communication in Organizations (3 Credits)
Overview of theories and approaches for understanding communication flow and practices in organizations; including interdepartmental, networks, superior-subordinate, formal and informal communication.

7600:637 Training Methods in Communication (3 Credits)
Prerequisite: 7600:600. Principles and concepts in the design and delivery of communication training programs; integration of theory and methodology; presentation skills; matching methods and learner needs.

7600:645 Intercultural Communication Theory (3 Credits)
Analysis of the impact on the communication process of cultural difference between communicators; examination of existing literature in intercultural communication.

7600:670 Communication Criticism (3 Credits)
Introduces the basic elements, approaches and types of critical discourse as it is relevant to communication and mass media studies.

7600:680 Graduate Communication Internship (1-6 Credits)
(May be repeated for a total of six credits.) Prerequisites: must have attained the category of full admission and be in good standing in the School's graduate program; must receive permission and approval of internship placement and research proposal. Provides communication graduate students with opportunity to obtain experience and to apply knowledge of academic concepts in a supervised work setting in the communication field.

7600:691 Advanced Communication Studies (3 Credits)
(May be repeated for a total of six credits.) Special topics in communication in areas of particular faculty expertise. Consult department for particular topic each semester.

7600:697 Graduate Research in Communication (1-6 Credits)
(May be repeated for a total of six credits.) Prerequisites: 7600:600 and approval of project prospectus one term prior to undertaking the project. Performance of research on problems found in mass media-communication.

7600:698 Masters Project/Production (1-6 Credits)
(May be repeated for a total of six credits.) Prerequisite: Permission of the school director.

7600:699 Masters Thesis (1-6 Credits)
(May be repeated for a total of six credits.) Prerequisite: Permission of the school director.