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 of 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)
Practical applications of script writing principles and techniques, focusing on the skills and discipline required to finish an entire script.

7600:568. Advanced Audio and Video Editing. (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.

7600:571. 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-scene 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)
Familiarizes students with aspects of teaching communication and
media courses at the college level.

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.