

# COMMUNICATION

The School of Communication offers students a liberal arts education combined with professional and practical experience to meet the social, professional and personal challenges of the 21st century marketplace. Steeped in the tradition of free, accountable, and effective expression of thoughts and ideas, the broad-based curriculum equips students to think critically, write and speak eloquently, work in groups effectively, develop creatively, act ethically and interface proactively with converged media platforms.

Students choose from three academic concentrations: Strategic and Organizational Communication, Public Relations and Media Studies. Additionally, students are encouraged to participate in internships that lead to careers in media, business, sales and marketing, public relations, journalism and conference planning.

Additional information about the school, its faculty and its programs is available at <http://www.uakron.edu/schlcomm> (<http://www.uakron.edu/schlcomm/>)

Requirements for transferring into the School of Communication:

- Admission to the Buchtel College of Arts and Sciences and a 2.5 GPA or above

## Exit Requirement

To graduate with a degree from the School of Communication, a student must attain a minimum 2.0 GPA overall, a minimum 2.30 GPA for all courses taken in the School of Communication and have completed one of the following courses with a grade of C or better.

Code	Title	Hours
COMM 105 & COMM 106	Introduction to Public Speaking and Effective Oral Communication	6
ENGL 111	English Composition I	3
ENGL 112	English Composition II	3
ENGL 113 or ENGL 114	African American Language and Culture I: College Composition African American Language and Culture II: College Composition	3

- Business and Professional Communication and Leadership, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/business-and-professional-communication-and-leadership-certificate/>)
- Communication Studies, BA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/strategic-organizational-communication-ba/>)
- Communication Studies, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/interpersonal-group-communication-minor/>)
- Converged Media, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/converged-media-minor/>)
- Media Production, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/media-production-certificate/>)
- Media Studies, BA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/media-studies-ba/>)

- News, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/news-minor/>)
- Organizational Supervision, BS (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/organizational-supervision-bs/>)
- Organizational Supervision, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/organizational-communication-minor/>)
- Professional Social Media, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/professional-social-media-certificate/>)
- Public Communication, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/public-communication-minor/>)
- Public Relations, BA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/public-relations-ba/>)
- Public Relations, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/communication/public-relations-minor/>)

## Interdisciplinary Programs

- Applied Political Communication, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/arts-sciences/interdisciplinary-programs/applied-political-communication/>)

## Communication (COMM)

### COMM 101 Introduction to Communication (3 Units)

Survey of the field of communication. Topics will focus on the history, as well as the theories, constructs, and career opportunities of all sub disciplines. (Formerly 7600:101)

### COMM 105 Introduction to Public Speaking (3 Units)

Introduction to principles and practice of speaking by reading examples of speeches, studying techniques and methods employed and applying them in a variety of speaking situations. (Formerly 7600:105)

**Ohio Transfer 36:** Yes

**Gen Ed:** Speaking

### COMM 106 Effective Oral Communication (3 Units)

Principles of communication in speaker-audience, group and informal settings, and application of the principles in speeches, group discussions and other oral and written assignments. (Formerly 7600:106)

**Ohio Transfer 36:** Yes

**Gen Ed:** Speaking

### COMM 107 Essentials of Management Technology (3 Units)

Survey of management principles for business and other organizations. Emphasizes the basic management functions including planning, organizing, staffing, influencing, and control. (Formerly 2420:103)

### COMM 108 Introduction to Business (3 Units)

Survey of business emphasizing the nature of business and including entrepreneurship concepts, form, marketing, management, human resources, financial resources and production. (Formerly 2420:104)

### COMM 117 Small Business Development (3 Units)

Prerequisite: COMM 211 with a grade of C or better or permission. Introduction to small business and entrepreneurship: opportunities and qualifications for establishing, financing, operating and developing managerial policies and procedures for small business (Formerly 2420:117)

**COMM 125 Essentials of Personal Finance (3 Units)**

Consumer decision making including credit and budgets, time value of money, major purchases, insurance, investments, tax planning, retirement and estate planning. (Formerly 2420:125)

**COMM 133 Essentials of Marketing Technology (3 Units)**

Survey of marketing including its environment, buyer behavior, target market selection, product decision, distribution decisions, promotion decisions, pricing decisions and marketing management. (Formerly 2520:101)

**COMM 140 Keyboarding (2 Units)**

Fundamentals in the operation of the keyboard; application emphasis on individual student needs such as resumes, application letters and forms, term reports, abstracting, etc. (Formerly 2420:140)

**COMM 202 Elements of Human Resource Management (3 Units)**

Prerequisite: COMM 107 with a grade of C or better. Provides students with an overview of human resource management functions. Includes planning, EEO/AA, selection, development, legal environment, compensation, labor relations, appraisal systems and career planning. (Formerly 2420:202)

**COMM 204 Services Marketing (3 Units)**

Prerequisites: COMM 260 and COMM 219. Corequisite: COMM 205. Focuses on quality customer service and its role in marketing. Evaluation of customers' needs and expectations, interpretation of customer data and creation of service strategies. (Formerly 2520:204)

**COMM 205 Retailing Fundamentals (3 Units)**

Presents basic principles and practices of retailing operations, including site selection, buying, pricing and promotion practices. Use is made of extensive projects and investigations and actual retail operations. (Formerly 2520:202)

**COMM 206 Retail Promotion & Advertising (3 Units)**

Prerequisite: COMM 205 or permission. Studio course in retail display and promotion techniques. Window, interior and point of purchase categories; principles of design as applied to commercial art; function in visual design, elements of design, color theory, lettering, printing process, layout to camera-ready art. (Formerly 2520:206)

**COMM 209 Principles of Sales (3 Units)**

Prerequisite: COMM 133 or permission. Study of basic principles of selling, emphasizing individual demonstrations and sales projects. Includes review of sales function as integral part of marketing process. (Formerly 2520:212)

**COMM 210 Multiplatform Production (3 Units)**

A basic introduction to theory and practice of single camera, photography, graphic and web production. (Formerly 7600:210)

**COMM 211 Essentials of Financial Accounting (3 Units)**

Explores accounting concepts, basic accounting cycle, financial statement preparation and interpretation. Coverage of revenues, receivables, inventory, long-term assets/liabilities, debt/equity financing and financial ratios. (Formerly 2420:211)

**COMM 212 Basic Accounting II (3 Units)**

Prerequisite: COMM 211 with a grade of C or better. Accounting as it applies to partnerships and corporations. Includes stocks, bonds, cash flows, financial statement analysis, and specialized accounting software. (Formerly 2420:212)

**COMM 213 Essentials of Management Accounting (3 Units)**

Prerequisite: COMM 211 with a grade of C or better. Study of the interpretation and use of accounting data by management in decision making and the planning and controlling of business activities. (Formerly 2420:213)

**COMM 214 Essentials of Intermediate Accounting (3 Units)**

Prerequisite: COMM 212 with a grade of C or better. Study of development of financial accounting theory and its application to problems of financial statement generation, account valuation, analysis of working capital, and determination of net income. (Formerly 2420:214)

**COMM 215 Computer Applications for Accounting Cycles (3 Units)**

Prerequisites: COMM 212, COMM 213, and COMM 270 all with grades of C or better. Develops the skills of computer accounting as used in today's marketplace through hands on experience with general ledger accounting software. (Formerly 2420:215)

**COMM 216 Survey of Cost Accounting (3 Units)**

Prerequisite: COMM 213 with a grade of C or better. Provides student with conceptual understanding of how accounting information is developed and used for product costing, decision making and managerial planning and control. (Formerly 2420:216)

**COMM 217 Survey of Taxation (3 Units)**

Survey course of basic tax concepts, research, planning, and preparation of returns for individuals. Federal, state and local taxes are discussed. (Formerly 2420:217)

**COMM 218 Automated Bookkeeping (2 Units)**

Corequisite: COMM 212. Provides experience with accounting software packages to include the processing of general ledger, accounts receivable, accounts payable, and payroll transactions. (Formerly 2420:218)

**COMM 219 Introduction to Public Relations (3 Units)**

Introduction to public relations is a survey course that provides students with foundational information related to the study and practice of public relations. (Formerly 7600:219)

**COMM 220 Applied Accounting (3 Units)**

Prerequisites: COMM 212, COMM 213, and COMM 270 all with grades of C or better. An applied orientation focusing on all accounting functions through adjusted trial balance and basic payroll skills. Emphasis on skills required for the Certified Bookkeeping designation. (Formerly 2420:220)

**COMM 221 Entrepreneurship Projects (3 Units)**

Prerequisites: COMM 107, COMM 108, COMM 117, COMM 212, COMM 243, and COMM 270 all with grades of C or better. Requires the student to research, design, and complete a comprehensive business plan which will become the blueprint for a new or existing business. (Formerly 2420:227)

**COMM 222 Marketing Projects (3 Units)**

Prerequisite: COMM 260. Students will prepare marketing projects by applying knowledge and skills learned in previous marketing courses. (Formerly 2520:221)

**COMM 226 Interviewing (3 Units)**

Study and practical application of selected interviewing concepts associated with job interviewing, journalistic interviewing, and life review interviewing. (Formerly 7600:226)

**COMM 227 Non-Verbal Communication (3 Units)**

Focused study of the principal aspects of nonverbal communication in public, group and interpersonal settings. (Formerly 7600:227)

**COMM 228 ZTV (1 Unit)**

Participation in the operations of the University television station.

\*Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.) (Formerly 7600:228)

**COMM 230 WZIP-FM (1 Unit)**

Participation in the operations of the University radio station. \*Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.) (Formerly 7600:230)

**COMM 231 Forensics (1 Unit)**

Participation in the operations of the University forensics team. \*Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.) (Formerly 7600:231)

**COMM 232 Buchtelite (1 Unit)**

Participation in the operations of the University newspaper. \*Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.) (Formerly 7600:232)

**COMM 233 Tel-Buch (1 Unit)**

Participation in the operations of the University year book. \*Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.) (Formerly 7600:233)

**COMM 235 Business and Professional Communication (3 Units)**

Prerequisites: ENGL 111, ENGL 112, and COMM 105. Students will obtain the knowledge and ability to use writing and oral communication skills in a professional environment to effectively persuade others and to mobilize action among various organizational stakeholders.

**COMM 240 Marketing Internship (3 Units)**

Prerequisites: COMM 133, COMM 260, COMM 205, and COMM 219. On-the-job work experience in a marketing environment in which students apply learned skills and concepts to practical business situations. Periodic reports and projects required as appropriate. (Formerly 2520:240)

**COMM 243 Survey in Finance (3 Units)**

Prerequisites: 2420:170 and COMM 211 with grades of C or better. Survey of field including instruments, procedures, practices and institutions. Emphasis on basic principles. (Formerly 2420:243)

**COMM 244 Business Management Accounting Internship (3 Units)**

Prerequisites: [COMM 212 and COMM 213] or [COMM 215 and COMM 216] with grades of C or better. An accounting field experience exposing the student to the actual accounting environment and general workplace. (Formerly 2420:245)

**COMM 245 Argumentation and Advocacy (3 Units)**

This course introduces students to the theories, concepts, and skills pertaining to argumentation in public settings. Students learn how to locate credible evidence and create sound reasoning to back claims and advocate for a variety of issues. (Formerly 7600:245)

**COMM 246 Business Management Internship (3 Units)**

Prerequisites: [COMM 107, COMM 108, COMM 212, COMM 280 all with grades of C or better], ENTRE 201, SOWK 230, and sophomore or greater standing. A management field experience exposing the student to the actual management environment and general workplace. (Formerly 2420:246)

**COMM 250 Problems in Business Management (3 Units)**

Prerequisites: COMM 107, COMM 108, COMM 212, COMM 243, COMM 270, and COMM 133 all with grades of C or better. Capstone course studies the development of solutions and the formulation of policies to solve business problems, emphasizes case studies, group projects, oral and written presentations. (Formerly 2420:250)

**COMM 254 Sales Management Technology (3 Units)**

Prerequisite: COMM 219. Process relating to the formulation, implementation, and control of a strategic sales program. Students will learn how to select, evaluate, and motivate a sales force. (Formerly 2520:254)

**COMM 260 Principles of Advertising (3 Units)**

Prerequisite: COMM 133 or MKTG 205. Focuses on principles and functions of advertising, creation and evaluation of advertisements, research of target market, message selection strategy, and media placement options. (Formerly 2520:203)

**COMM 263 Professional Communications and Presentations (3 Units)**

Application of the principles of communication in speeches, business presentations, group discussions, and business documents. (Formerly 2420:263)

**Ohio Transfer 36:** Yes

**Gen Ed:** Speaking

**COMM 270 Business Software Applications (3 Units)**

Prerequisite: CISS 105; Wayne College students - COMM 125, 2540:241, and 2540:253. Use of business application software and critical thinking skills to solve business problems. Word processing, spreadsheets, database, presentation software, integration of applications, and the Internet. (Formerly 2420:270)

**COMM 274 Introduction to the Media Industries (3 Units)**

An introduction to the media industries concentrating on industry structure and business models with a particular emphasis on media convergence and distribution. (Formerly 7600:274)

**COMM 280 Essentials of Business Law (3 Units)**

History of the law and the judicial system, torts and criminal law affecting business, contracts with emphasis on sales under the UCC, and commercial paper. (Formerly 2420:280)

**COMM 290 Special Topics: Business Management Technology (1-3 Units)**

Prerequisite: Permission. Selected topics or subject areas of interest in business management technology. (May be repeated for a total of four credits) (Formerly 2420:290)

**COMM 300 Newswriting Across the Media (3 Units)**

Prerequisite: completion of General Education English Composition Requirement with a grade of C or better or permission. Concentration on what constitutes news, legal and ethical aspects of what to print/broadcast and writing news stories for print and broadcast media. (Formerly 7600:300)

**COMM 301 Advanced Newswriting (3 Units)**

Prerequisite: Admitted to a four year degree granting college and COMM 300. Advanced course in writing and editing news, features and analysis for print media. Behavioral approach to communication of information and ideas. (Formerly 7600:301)

**COMM 303 Public Relations Writing (3 Units)**

Prerequisite: COMM 219. Introduction of writing skills required by public relations practitioners emphasizing different approaches for specific publics and specific media. (Formerly 7600:303)

**COMM 304 Information Gathering & Editing (3 Units)**

Prerequisite: Ability to type. Editing stories and photographs and writing headlines for print and online. Gathering information from primary and secondary sources. (Formerly 7600:304)

**COMM 305 Communication Theory (3 Units)**

Examination of the theoretical foundations of the communication discipline. Historical roots, major theory building perspectives and a review of contemporary theories and applications in communication contexts. (Formerly 7600:305)

**COMM 307 Principles of Social Media (3 Units)**

This course provides students with a thorough understanding of social media as it relates to the tools, history, theories, ethics and practice of communication. (Formerly 7600:209)

**COMM 309 Public Relations Publications (3 Units)**

Preparation of publications used as communication tools in public relations, advertising and organizations. Emphasis upon design, layout and technology. (Formerly 7600:309)

**COMM 317 Topics in Media Production (3 Units)**

Variable topics in media production including audio, video, digital. Repeatable with a change in topic, maximum 9 credits. (Formerly 7600:317)

**COMM 318 Sports Production (3 Units)**

Prerequisite: COMM 210. This course introduces students to media production, covering essential equipment operation, production roles, and relevant software using the backdrop of a live sports broadcast. Emphasis is placed on technical skills, framing techniques, lighting, and live production workflows. Students will also develop communication skills for high-pressure environments like live sports and remote broadcasts, preparing them for professional media production settings.

**COMM 323 Podcasting (3 Units)**

This course is an overview of podcasting with focus on each student planning, producing, and distributing a unique podcast series.

**COMM 324 Interpersonal Communication (3 Units)**

Theory and practice in interpersonal communication concepts and principles. Special topics in communication apprehension, assertive communication, communication dyads and triads, and transactional communication. (Formerly 7600:235)

**COMM 325 Intercultural Communication (3 Units)**

Study of human communication processes between individuals in culturally diverse contexts, both domestically and internationally, with an emphasis on analysis and application. (Formerly 7600:325)

**Gen Ed:** Domestic Diversity

**COMM 326 Studio Production (3 Units)**

Prerequisite: COMM 210. This course is designed to provide students an in-depth understanding of production techniques utilized in modern television broadcasting systems. Students will receive a comprehensive tour of key technical components in the television studio; acquire necessary production and communication skills; and produce their own live to tape rotations, allowing them to experience every position in studio-based television broadcasting.

**COMM 330 Principles of Organizational Supervision (3 Units)**

Competencies required for successful transition from individual contributor to supervisor. Emphasis on working effectively with others and self-development as a leader. (Formerly 2420:300)

**COMM 331 Data Collection and Information Design (3 Units)**

Prerequisite: Junior standing. Fundamental concepts of quantitative and qualitative data collection and analysis used in organizational settings and the methods of communicating findings and interpretation of data analysis to organizational stakeholders. (Formerly 2420:301)

**COMM 333 Ethics and Law in Business (3 Units)**

Prerequisite: Junior or greater standing. Workplace ethical principles and legal issues such as liability, safety, quality, honesty, and confidentiality. Case studies and projects explore global, legal, and technological issues affecting employee interaction in the workplace. (Formerly 2420:302)

**COMM 334 Leadership Principles & Practices (3 Units)**

Contemporary perspectives and issues in leadership and supervision. Development of effective leadership characteristics. (Formerly 2420:310)

**COMM 335 Corporate Social Responsibility and Leadership (3 Units)**

Theory and best practices in corporate social responsibility, community service and leadership in local, national and global settings. Identify leadership opportunities for future contributions. (Formerly 2420:311)

**COMM 336 Global Business Communication (3 Units)**

Prerequisite: Completion of 48 credit hours. Emphasis on organizational and interpersonal communication needed in an integrated world economy. Provides an overview of business communication to effectively conduct global business and negotiations. (Formerly 2420:312)

**COMM 344 Small Group Communication (3 Units)**

Prerequisite: Junior or higher standing. This course explores the dynamics of small group communication. Students will learn how to become effective members of groups by practicing course concepts and theories in assignments. (Formerly 7600:344)

**COMM 345 Advanced Presentational Communication (3 Units)**

Prerequisite: COMM 105 or COMM 263. Continued development of audience analysis, research, style, and delivery to improve oral communication skills for a variety of civic and organizational purposes. (Formerly 7600:345)

**COMM 350 Event Planning (3 Units)**

This course will provide students with a comprehensive look at the art of effective event planning, including venue selection, budget management, personnel and vendor choices, and decor and entertainment coordination. The course will also explore the different stages of event planning, timing and logistics, operations, and on-site management.

**COMM 352 Persuasion (3 Units)**

Emphasis on understanding persuasion theory and practice. Includes information analysis of motivational appeals and introduction to propaganda analysis. (Formerly 7600:252)

**COMM 355 Freedom of Speech (3 Units)**

Discussion and analysis of the Constitution's free speech guarantee; contemporary issues in freedom of speech; role of the media in free speech issues. (Formerly 7600:355)

**COMM 356 Rhetorical Criticism (3 Units)**

Prerequisite: COMM 360. Identifies principal textual and contextual elements of public discourse and presents various theories and models to be applied in studying rhetorical acts. (Formerly 7600:356)

**COMM 360 Theories of Rhetoric (3 Units)**

Theories of Rhetoric exposes students to 2,000 years of thought on rhetoric and meaning. Students explore the relationship between knowledge, truth and rhetoric. (Formerly 7600:360)



**COMM 364 Legal Issues in Media (3 Units)**

Concentration on government regulations and legal requirements in production of broadcasting, film, and print media. Particular emphasis on copyright. (Formerly 7600:284)

**COMM 368 Video Editing (3 Units)**

Prerequisite: COMM 210. A practical overview of video editing techniques used in television, video production, and film. (Formerly 7600:368)

**COMM 378 Topics in Media History (3 Units)**

Prerequisite: Admitted to a four year degree granting college. In-depth study of topics in media history and genre. Repeatable with a change in topic (9 credits maximum). (Formerly 7600:378)

**COMM 384 Communication Research (3 Units)**

Prerequisites: COMM 101 with a grade of C or better. Fundamental concepts of communication research methods, and the analysis, application, and interpretation of data in communication and media operations. (Formerly 7600:384)

**COMM 398 Honors Project Preparatory (1 Unit)**

Prerequisite: junior standing, honors students only. This course prepares honors students to begin work on their senior honors project. Students will learn how to do background research, literature reviews, work with human subjects, and School of Communication requirements. At the end of the semester, students will have their proposal ready for submission to the Honors College. (Formerly 7600:398)

**COMM 404 Public Relations Cases (3 Units)**

Prerequisite: COMM 219. Application of principles of public relations profession in an actual organizational setting. (Formerly 7600:404)

**COMM 405 Media Copywriting (3 Units)**

Prerequisite: COMM 309. Selected communication theories and research techniques used to plan, write and analyze commercial messages. Emphasis will be placed on selection of audience, medium, appeal, writing style and evaluation of efforts. (Formerly 7600:405)

**COMM 406 Public Relations Theory (3 Units)**

Study and practical application of communication concepts, theories and skills relevant to public relations programs in businesses and nonprofit organizations. (Formerly 7600:406)

**COMM 408 Women, Minorities & News (3 Units)**

Prerequisites: COMM 300 and admission to a four year degree granting college. From a professional journalism perspective, this course provides historical analysis of diversity in the newsroom and the news. Students produce new content that addresses diversity. (Formerly 7600:408)

**COMM 409 Public Relations Strategic Campaigns (3 Units)**

Prerequisite: COMM 303. This course allows students to apply knowledge of public relations practice, history, theories, ethics and strategic planning to create real-world public relations campaigns. (Formerly 7600:409)

**COMM 410 Digital Content Creation (3 Units)**

This course is an overview of different online writing styles, focusing on strategic writing principles for social media, online publications, and multimedia production.

**COMM 429 Advanced Strategic Social Media (3 Units)**

Prerequisite: COMM 307. Students will learn and apply knowledge of professional social media including theories, ethics, policy, and best practices to solve real-world social media problems. (Formerly 7600:429)

**COMM 430 Leading Project Teams (3 Units)**

Examines and applies the operational and human aspects of project team management from conception to completion. (Formerly 2420:401)

**COMM 431 Operational Assessments and Improvements (3 Units)**

Prerequisites: [STAT 250 or STAT 260] and COMM 334 with a grade of C or better. Methods for conducting business process assessments and evaluating results in organizations. (Formerly 2420:402)

**COMM 432 Human Resources Development (3 Units)**

Prerequisite: COMM 334 with a grade of C or better. Overview of current theories and best practices in human capital development. (Formerly 2420:420)

**COMM 435 Organizational Communication (3 Units)**

Prerequisite: COMM 101 or COMM 330. Overview of theories and approaches for understanding communication flow and practices in organizations, including interdepartmental, networks, superior-subordinate, formal and informal communication. (Formerly 7600:435)

**COMM 436 Analyzing Organizational Communication (3 Units)**

Prerequisites: [COMM 384 or COMM 331] and COMM 435, or permission. Methodology for in-depth analysis and application of communication in organizations; team building; conflict management, communication flow. Individual and group projects; simulations. (Formerly 7600:436)

**COMM 437 Training Methods in Communication (3 Units)**

Prerequisite: COMM 345 or COMM 435 or permission. Principles and concepts in the design and delivery of communication training programs; integration of theory and methodology; presentation skills; matching methods and learner needs. (Formerly 7600:437)

**COMM 438 Health Communication (3 Units)**

Prerequisite: Admitted to a four year degree granting college. The course presents an overview of health communication theory and research issues in interpersonal, small group, organizational, public relations, and mass media contexts. (Formerly 7600:438)

**COMM 439 Independent Study: Communication (1-12 Units)**

(May be repeated for a total of 12 credits) Prerequisites: Admitted to a four year degree granting college except CAST, permission of faculty. Directed independent readings, research, projects and productions. Written proposal must be submitted before permission is granted. Appropriate documentation of work required. (Formerly 7600:439)

**COMM 444 Communication & Conflict (3 Units)**

Explores roles of communication and conflict in personal and work relationships. Emphasis placed on application of theories and strategies for conflict resolution from a communication perspective. (Formerly 7600:444)

**COMM 450 Special Topics in Communication (3 Units)**

(May be repeated for a total of nine credits) Special interest topics in mass communication, journalism, or communication, supplementing courses listed in University Bulletin. See department for current listing of offerings. (Formerly 7600:450)

**COMM 457 Rhetoric in Contemporary Culture (3 Units)**

Prerequisites: COMM 360 and COMM 356. Rhetoric in Contemporary Culture serves as an advanced course in rhetorical criticism. Students apply critical methods to contemporary issues surrounding political, popular, and vernacular discourses. (Formerly 7600:457)

**COMM 459 Leadership and Communication (3 Units)**

Prerequisite: Admitted to a four year degree granting college except CAST. Theories of leadership and communication across public, organizational, small group, interpersonal, and political contexts. Assessments tools provided. Guest speakers. (Formerly 7600:459)

**COMM 472 Video Production (3 Units)**

Prerequisite: COMM 210. Theory and practice of digital video; development of professional skills in lighting, use of lenses, visual composition and sound recording for Single Camera applications (Formerly 7600:372)

**COMM 474 Media Theory (3 Units)**

A review of mass communication theories and their applications in addressing major issues relevant to media content, media audience and media effects. (Formerly 7600:474)

**COMM 475 Political Communication (3 Units)**

Students explore the relationship between politicians, citizens, and media. Topics include media coverage, campaign technologies, advertising, debates, engagement, rhetoric, and attitudes. (Formerly 7600:475)

**COMM 480 Communication Internship (3-6 Units)**

Prerequisites: 2.3 GPA in Communication courses, permission from internship coordinator, and [24 credit hours in Communication courses completed or senior status]. Supervised experience and on-the-job training. Written permission prior to the semester enrolled is necessary. Repeatable up to a maximum 6 credits. (Formerly 7600:480)

**COMM 481 Film as Art: An Introduction to the Film Form (3 Units)**

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. (Formerly 7600:481)

**COMM 485 Honors Project in Communication (3 Units)**

Prerequisites: COMM 398, approval of honors preceptor. Independent study project leading to completion of honors research, creative or service project. (Formerly 7600:485)

**COMM 486 Media Management & Leadership (3 Units)**

An intensive overview of media management and leadership principles and applications of these principles in addressing issues related to entrepreneurship, ethics, globalization and media convergence. (Formerly 7600:486)

**COMM 487 Advanced Topics in Media Writing (3 Units)**

Prerequisite: COMM 300. Advanced study in media writing. Topics include: script writing, broadcast newswriting, new media writing, etc. Repeatable with a change in topic, maximum 12 credit hours. (Formerly 7600:487)

**COMM 490 Communication Workshop (1-3 Units)**

(May be repeated for a total of six credits) Prerequisite: Admitted to a four year degree granting college. Group study or group projects investigating a particular phase of media not covered by other courses in curriculum. (Formerly 7600:490)

**COMM 498 Senior Seminar in Organizational Supervision (3 Units)**

Prerequisite: COMM 431 with a grade of C or better. Integration and application of professional knowledge, skills, and technologies to organizational issues. (Formerly 2420:421)

**COMM 499 Capstone in Communication (3 Units)**

Prerequisites: [COMM 101 or COMM 330] and [COMM 384 or COMM 331] and senior standing. Capstone in communication integrates theories, concepts, and skills; provides interdisciplinary work, and applied focus; and culminates in a project, paper, or production. Topics vary. (Formerly 7600:499)