

# COMMUNICATION (COMM)

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## 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 210 Multiplatform Production (3 Units)

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

## 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 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 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 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 243 Survey in Finance (3 Units)

Prerequisites: 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 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 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 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 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 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: U.S. Perspectives

**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 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 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 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 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, work, and community relationships. Emphasis placed on application of theories and strategies for conflict resolution from an interdisciplinary perspective. (Formerly 7600:444)

**Gen Ed:** Complex Issues Facing Society

**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 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 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)