

# COMMUNICATION (COM) CPSO

# Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

## COM 440 - Persuasive Communication

**Credits:** 4

This course provides an in-depth understanding of persuasive principles with the purpose of identifying and critiquing communication strategies encountered on a daily basis. Students are introduced to the theory and practice of persuasive communication with an understanding of how classical modes of rhetoric offer an excellent framework for improving information-age communication skills. Speaking, listening, leading, motivating, negotiating, creating and delivering a message, and engaging with an audience are emphasized as key elements of persuasive communication. Students will be able to recognize the persuasive strategies used in interpersonal and mass communication settings, critique the effectiveness of the strategies used, and develop persuasive strategies for themselves.

**Attributes:** Writing Intensive Course

**Equivalent(s):** COMM 540G

**Grade Mode:** Letter Grading

## COM 460 - Interpersonal Communication and Group Dynamics

**Credits:** 4

Designed to provide both a theoretical and practical introduction to interpersonal communication and group dynamics, this course explores the unique process, purposes, problems and possibilities of communication. Emphasis is placed on participation and awareness of communication behaviors, both in interpersonal settings and in small groups, as portrayed in the generic roles of member, leader, and process observer. The course challenges students to analyze the complex nature of relationships by applying the concepts of collaboration, cohesiveness, group decision-making, conflict resolution, the function of teams, and the role of facilitation. COM 460 students are guided in developing basic interpersonal, intercultural, and group communication skills that they can apply to personal and professional encounters in everyday life.

**Attributes:** Communication (Gen Ed)

**Equivalent(s):** COMM 542G

**Grade Mode:** Letter Grading

## COM 465 - Communication Theory

**Credits:** 2

This course introduces students to the major theories of communication that are foundational to the discipline. Students will conceptualize how theory can be used to describe, analyze, and explain communication issues and events. Attention is also given to the ethical implications of theory in various contexts.

**Equivalent(s):** COMM 510G

**Grade Mode:** Letter Grading

## COM 480 - Visual Communication

**Credits:** 4

In contemporary communication, visual information has become the predominant means to convey messages and information. Students will explore and analyze the different ways images can be used to communicate information, concepts, and narratives, as well as to support persuasive arguments in oral presentations. Students will apply what they have learned to two major projects, each designed to communicate a central message to a defined audience. An introduction to copyright, Fair Use, and Creative Commons is included.

**Attributes:** Communication (Gen Ed)

**Equivalent(s):** COMM 543G

**Grade Mode:** Letter Grading

## COM 504 - Web Development I

**Credits:** 4

This course is an introduction to multimedia design with an emphasis on website creation. Students gain an understanding of the terminology, development tools, and fundamental skills related to designing a successful website. Current software applications are learned as appropriate to the process.

**Equivalent(s):** COMM 504G

**Grade Mode:** Letter Grading

## COM 535 - Visual Media Production

**Credits:** 4

This course focuses on how to create visual narratives through digital media. Course projects and use of visual media production software provide an opportunity to carefully execute each step of the production process, to include: conceptualizing, outlining, writing script for voiceover, creating the storyboard, recording, editing, and sharing. Attention to copyright, attribution, and other ethical considerations are also addressed. Recommended: COM 480 Visual Communication.

**Equivalent(s):** COMM 505G

**Grade Mode:** Letter Grading

## COM 544 - Special Topics: Lower Level

**Credits:** 1-4

A study of current and variable topics in Communication. Course content changes from term to term.

**Repeat Rule:** May be repeated up to unlimited times.

**Equivalent(s):** COMM 544G

**Grade Mode:** Letter Grading

## COM 545 - Digital Illustration

**Credits:** 4

This course introduces Adobe Photoshop and Illustrator. Course assignments focus on creating and preparing raster and vector-based images for print and web. Students will have the opportunity to attain basic proficiency with both software programs while applying knowledge and skill to a variety of projects. Concepts such as photo manipulation, use of digital illustration in layout, basic animation, storage and file management, and copyright and ethical issues are addressed.

**Prerequisite(s):** ART 512 with a minimum grade of D- or ARTS 512G with a minimum grade of D-.

**Equivalent(s):** COMM 545G

**Grade Mode:** Letter Grading

**COM 560 - Intercultural Communication****Credits:** 2

Effective intercultural communication skills are important in a multicultural society, particularly for those individuals working in positions that require effective interactions with people from diverse cultures. This course is a study of cross-cultural contacts and will include analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers. The course provides opportunities for students to develop both an appreciation for cultural differences and effective intercultural communication skills. NOTE: COM 560 and COM 562 are recommended elective choices for Professional Communication majors.

**Equivalent(s):** COMM 560G**Grade Mode:** Letter Grading**COM 562 - Gender and Communication****Credits:** 2

In this course, students examine multiple influences that have shaped definitions of masculinity and femininity over time. Students explore the impact of these definitions on "appropriate" prescriptions for verbal and nonverbal communication, and on interactions in personal and professional contexts. Through the analysis and critique of the effects of gender on communication in diverse relationships (family, friendships, romantic, professional) and in diverse contexts (personal and professional spheres), as well as how gender is depicted in the media, students recognize the profound impact that gender has upon our lives. NOTE: COM 562 and COM 560 are recommended elective choices for Professional Communication majors.

**Equivalent(s):** COMM 562G**Grade Mode:** Letter Grading**COM 565 - Strategic Communication****Credits:** 4

In contrast to Organizational Communication, the study of Strategic Communication focuses on how organizations communicate with their external publics, to include vendors, clients, and shareholders, among others. This course surveys public relations, insofar as it explores how an organization crafts, maintains, and redefines its image, in times of success as well as crisis. Students practice producing reliable strategic writing in the form of press releases, newsletters, and brochures, with particular emphasis upon skills in instant response, clarifying and simplifying complex information, as well as considerations of privacy, ethics, and legality.

**Equivalent(s):** COMM 565G**Grade Mode:** Letter Grading**COM 590 - Professional Communication****Credits:** 4

This course prepares students to navigate the complexity of professional communication in the 21st-century workplace, with a particular emphasis upon refining the writing skills that are essential to clear, concise, and professional communication. The types of professional writing addressed may include: proposals, emails, newsletters, presentations, and agendas, among others. Emphasis is also placed upon how to discern which channel—written, verbal, or digital—is most appropriate relative to context, purpose, and audience.

**Attributes:** Writing Intensive Course**Prerequisite(s):** (ENG 420 with a minimum grade of D- or ENG 500G with a minimum grade of D-) and (COM 460 with a minimum grade of D- or COMM 542G with a minimum grade of D-) or (Has Accred Associate Deg with a score of WAIV or Has Accred Bachelor Deg with a score of WAIV).**Equivalent(s):** COMM 605G**Grade Mode:** Letter Grading**COM 595 - Writing for Voiceover****Credits:** 2

Writing and performing voiceover audio is a specialty skill all media producers will be called upon to develop. A well-written script for voiceover will enable the audience to clearly understand messages and meaning according to the producer's goal. This course introduces students to the foundational principles of writing voiceover copy and provides opportunities to refine voiceover performances to engage the audience and establish credibility. Through a workshop format, students will create original works and performances as well as adapt and refine works written by others.

**Equivalent(s):** COMM 648G**Grade Mode:** Letter Grading**COM 644 - Special Topics: Upper Level****Credits:** 1-4

The study of current and variable topics in Communication. Course content changes from term to term. It is expected that the learner will have prior coursework or experience in the subject area.

**Repeat Rule:** May be repeated up to unlimited times.**Equivalent(s):** COMM 644G**Grade Mode:** Letter Grading**COM 645 - Advanced Digital Illustration****Credits:** 4

This course builds upon COM 545 Digital Illustration by challenging students to advance their skills in Adobe Photoshop and Illustrator. Course projects entail combining vector and raster images, advanced image manipulation, and utilizing web graphics, print images, and interactive motion graphics for web and video. Effective application of design elements and principles in concept generation will be emphasized. Through peer review, instructor feedback, and reflection, students explore each phase of the design process in depth. Strategies for assembling a digital portfolio are also explored.

**Prerequisite(s):** COM 545 with a minimum grade of D- or COMM 545G with a minimum grade of D-.**Equivalent(s):** COMM 645G**Grade Mode:** Letter Grading

**COM 647 - Writing for Visual Media****Credits:** 4

By emphasizing the interplay between text and image in the production of meaning, this course introduces students to the unique attributes of writing for visual media. In a workshop format, students will refine skills in areas such as blogging, copy writing, landing pages, social media, and public relations. The course surveys various stages in the writing process, to include concept, drafting, integrating stakeholder feedback, and revision, in order to produce a final product.

**Attributes:** Writing Intensive Course**Equivalent(s):** COMM 547G**Grade Mode:** Letter Grading**COM 665 - Media and Strategic Communication****Credits:** 4

This course explores the use of media in strategic communication toward the attainment of organizational objectives. Students will explore the impact of public relations, media outreach, marketing, branding, and leadership communication on both internal and external audiences in a variety of settings and sectors. The role and purpose of the organizational spokesperson, the function of the leader as the chief communicator, the strategic alignment of message and messenger, and effective use of technology in business communications will be discussed. This course provides knowledge of opportunities and pitfalls of the media environment, particularly in the digital, 24-hour news cycle age.

**Attributes:** Writing Intensive Course**Equivalent(s):** COMM 602G**Grade Mode:** Letter Grading**COM 670 - Advanced Visual Communication****Credits:** 4

This course builds upon the foundation in analyzing and curating visual media established in COM 480 by focusing on how to compose, design, and deliver presentations using industry standard software (such as Microsoft PowerPoint) and web-based tools (such as Zoom, Screencast-o-matic and Prezi), among others. Equal time is devoted to each of the three stages of producing effective presentations- writing, technological design, and delivery-all of which contribute to achieving the intended purpose.

**Prerequisite(s):** COM 480 with a minimum grade of D- or COMM 543G with a minimum grade of D- or Has Accred Associate Deg with a score of WAIV or Has Accred Bachelor Deg with a score of WAIV.

**Equivalent(s):** COMM 615G**Grade Mode:** Letter Grading**COM 675 - Organizational Communication****Credits:** 4

Organizations are a fundamental component of human life: from schools, to workplaces, as well as volunteer and recreational groups, we all function within in organizations. This course examines the multi-level communication that occurs within organizations - among leaders, members, committees, teams, and departments - as vital to its success and longevity. Students analyze how organizations rely upon effective communication to anticipate and mitigate conflict. Students also devise strategies to utilize various forms of communication to contribute uniquely and meaningfully to organizations.

**Attributes:** Writing Intensive Course**Equivalent(s):** COMM 620G**Grade Mode:** Letter Grading**COM 680 - Trends in Digital and Social Media****Credits:** 4

This course provides an opportunity for students to explore key technical, ethical, and experiential elements in contemporary digital and social media and integrate them into a project-based solution of the student's choosing. Topics are drawn from immediate trends and are interrogated for their effects on individuals, communities, society, and the world. Students also select a topic of their own for further study.

**Attributes:** Writing Intensive Course**Equivalent(s):** COMM 601G**Grade Mode:** Letter Grading**COM 685 - Web Development II****Credits:** 4

Building on skills learned in Web Development I, students continue to gain an understanding of the terminology, development tools, and fundamental skills related to designing a successful website. Current software applications are learned as appropriate to the process.

**Prerequisite(s):** COM 504 with a minimum grade of D- or COMM 504G with a minimum grade of D-.

**Equivalent(s):** COMM 604G**Grade Mode:** Letter Grading**COM 707 - Communication for Training and Performance Improvement****Credits:** 2

The ability to write, design, speak, and record media for the purpose of training instruction draws upon specialized communication skills and knowledge of a systematic creative process. This course prepares students to contribute meaningfully to teams and organizations by introducing them to the foundational principles of instructional design as a form of communication, and then facilitates practice in the technical skills to produce media for the purpose of addressing a training or performance improvement need.

**Prerequisite(s):** COM 535 with a minimum grade of D- or COMM 505G with a minimum grade of D-.

**Equivalent(s):** COMM 607G**Grade Mode:** Letter Grading**COM 710 - Managerial Communication****Credits:** 4

Managerial roles increasingly emphasize negotiation, coaching, collaboration, and consensus building. Situational analysis and planning are key attributes of effective managerial communication. As such, this course develops and sharpens students' decision-making, team-building, and analytical problem-solving abilities. The course also embraces peer and instructor feedback as tools to refine students' impromptu and formal presentation skills in managerial contexts.

**Attributes:** Writing Intensive Course

**Prerequisite(s):** COM 590 with a minimum grade of D- or COMM 605G with a minimum grade of D-.

**Equivalent(s):** COMM 610G**Grade Mode:** Letter Grading

**COM 743 - Synthetic Media and the Construction of Reality****Credits:** 4

In the past 25 years, electronic media, mobile devices, and algorithmically optimized information networks have intensified how humans have engaged with mediated information. This course examines the collateral effects of this phenomenon on our habits, norms, beliefs, and cognitive processing. Students will study the historical, political, and theoretical narrative that has led to questions about the construction of social worlds, the construct of reality, and the legitimacy of information. A special focus will be made in studying the implications of synthetic deepfake and AI-driven text generating systems in accelerating these effects.

**Equivalent(s):** COMM 643G**Grade Mode:** Letter Grading**COM 797 - Integrative Capstone: Project in Professional Communication****Credits:** 4

This capstone course for the Professional Communication major builds on previous study in the field and provides an opportunity to apply learning in an in-depth project. Projects must employ applied research, demonstrate knowledge of communication theory, and integrate reflection on cultural and/or organizational dimensions of communication. Students synthesize their knowledge of theory and practice to develop and implement a project in their own area of professional interest. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

**Attributes:** Writing Intensive Course

**Prerequisite(s):** (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

**Equivalent(s):** COMM 650G**Grade Mode:** Letter Grading**COM 798 - Integrative Capstone: Project in Digital Communication Design****Credits:** 4

The Capstone course for the Digital Communication Design major enables the student to apply what they have learned throughout their academic career within a project of their choosing. Students will propose, design, develop, and report on a project that touches upon each of the Programmatic Outcomes for their major and concentration to demonstrate their knowledge and proficiency. Students will work in partnership with faculty to create a project that meets the requirements, output, and format of Capstone-level research. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

**Attributes:** Writing Intensive Course

**Prerequisite(s):** (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

**Equivalent(s):** COMM 651G**Grade Mode:** Letter Grading