

COMMUNICATION COM

Department of Communication College of Communication Arts and Sciences

100 Human Communication

Fall, Spring, Summer. 3(3-0)

Process and functions of communication. Principles underlying communication behavior. Practice in analyzing communication situations and in speaking and writing.

225 An Introduction to Interpersonal Communication

Fall, Spring, Summer. 3(3-0)

Principles and practices of interpersonal communication. Emphasis on effective and responsible interpersonal communication.

240 Introduction to Organizational Communication

Fall, Spring, Summer. 4(4-0)

Theories, systems, structures and processes of organizational communication. Organizational cultures. Communication in multinational organizations and in individual, leadership, supervisor-subordinate and small group situations.

275 Effects of Mass Communication

Fall, Spring, Summer. 3(3-0)

Major social effects of mass media on audience behavior. Political communication. Media effects on children. Message strategies producing attitude change. Interrelationships between mass media and interpersonal communication.

300 Methods of Communication Inquiry

Fall, Spring, Summer. 4(4-0) RB: Completion of University mathematics requirement. SA: COM 200

Nature and conduct of communication inquiry. Significant questions about communication and finding systematic answers.

315 Information Gathering and Interviewing Theories

Summer. 3(3-0) P: (COM 300 or concurrently) or (MKT 313 or concurrently) R: Open to juniors or seniors in the Communication Major or in the Sales Communication Specialization.

Information gathering as a relational process. Interaction through the asking and answering of questions.

325 Interpersonal Influence and Conflict

Fall, Spring. 3(3-0) P: (COM 300 or concurrently) or (MKT 313 or concurrently) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education or in the Sales Communication Specialization.

Theories, processes and models of interpersonal influence and conflict. Conflict resolution, persuasion, and compliance-gaining.

340 Leadership and Group Communication
Fall, Spring. 3(3-0) P: COM 300 or MKT 313 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education or in the Sales Communication Specialization.

Theory and research on dyadic and group relations within organizations. Leadership, motivation, networks, decision making, and organizational taxonomy.

360 Advanced Sales Communication

Fall, Spring. 3(3-0) Interdepartmental with Advertising and Marketing. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.

Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

375 Audience Response to Media Entertainment

Fall, Spring. 3(3-0) P: COM 300 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.

Theory and research on audience responses to media entertainment. Models of audience responses, reactions to violence in media, and children and the media.

391 Topics in Verbal, Intercultural, or Gender Communication

Fall, Spring. 4(4-0) A student may earn a maximum of 8 credits in all enrollments for this course. R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.

Verbal interaction, cultural diversity or gender communication.

399 Special Topics in Communication

Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: COM 300 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.

Contemporary issues in communication.

402 Public Relations Topics in Communication

Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402. R: Open to undergraduate students in the Public Relations Specialization.

Current topics related to the practice of public relations.

425 Communication in Close Relationships (W)
Fall, Spring. 4(4-0) P: (COM 225 and COM 300) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.

In-depth treatment of current research and of theoretical and methodological issues.

440 Organizational Communication Structure (W)

Fall, Spring. 4(4-0) P: (COM 300 and COM 240) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.

Systems approaches to information processing and communication structures in organizations.

475 Communication Campaign Design and Analysis (W)

Fall. 4(4-0) P: (COM 275 and COM 300) or (ADV 325 and completion of Tier I writing requirement) R: Open to juniors or seniors or graduate students in the Department of Communication and open to students in the Public Relations Specialization.

Design and analysis of campaigns presented through mediated channels including electronic and print media.

483 Practicum in Sales Communication

Fall, Spring. 1(1-0) P: (COM 225 and MKT 313 and COM 360) and (MKT 300 or MKT 327) RB: COM 100 R: Open to juniors or seniors in the Sales Communication Specialization.

Supervised practical experience in a professional sales environment

490 Independent Study

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Not open to freshmen or sophomores. Approval of department; application required.

Directed study under faculty supervision.

493 Internship

Fall, Spring, Summer. 1 to 7 credits. A student may earn a maximum of 7 credits in all enrollments for this course. R: Open to juniors or seniors in the Communication Major. Approval of department; application required.

Supervised practical experience in a professional environment.

494 Practicum in Communication Research and Instruction

Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to sophomores or juniors or seniors in the Department of Communication. Approval of department; application required.

Structured participation in departmental research teams and applied practice in the community.

801 Communication Research I

Fall. 4(4-0)

Communication research strategy and methodology. Scientific process. Derivation and test of hypotheses. Methods of research design.

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- 802 Communication Research II**
Spring. 4(4-0) RB: COM 801
Further consideration of communication research strategy and methodology. Topics include systems theory, cybernetics, and transactional approach.
- 803 Introduction to Quantitative Research Methods**
Fall, Summer. 3(3-0) Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication. SA: ADV 875, COM 800, JRN 817, TC 802
Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.
- 815 Organizational Communication I**
Spring. 3(3-0)
Emphasis on dyadic and group processes and organizational intervention strategies. Topics include managing diversity, organizational structure, and communication productivity.
- 816 Fundraising and Philanthropy in Nonprofit Organizations**
Spring. 3(3-0) Interdepartmental with Advertising. Administered by Advertising. R: Open to graduate students in the College of Communication Arts and Sciences.
Principles, function, practice, ethics, and process of fundraising and philanthropic development. Societal role of nonprofit organizations.
- 820 Communication Theory and Process**
Fall. 3(3-0)
Role that theory plays in different areas of communication scholarship.
- 821 Mass Communication Theory and Research**
Fall, Spring. 3(3-0) SA: TC 821
Current mass communication research and theories, including exposure patterns, diffusion of news and social effects of mass media.
- 822 Theories of Interpersonal Communication**
Fall. 3(3-0)
Examination of a broad range of theories and research in interpersonal communication. Development of a theoretical foundation and demonstration of the utility of interpersonal theories in a variety of contexts.
- 828 Cross-Cultural Communication**
Spring. 3(3-0)
Problems in communicating across cultural boundaries, focusing on the processes, theories, and methods in the study of intercultural communication.
- 830 Applied Communication Research II**
Spring. 3(3-0)
Thesis production. Reporting and evaluating the results of communication research.
- 855 Codes and Code Systems**
Spring. 4(4-0)
Structure and function of verbal and nonverbal communication. Relationship between discourse and context. Generation of meaning through interaction.
- 860 Persuasion**
Fall. 3(3-0)
Use of messages to gain compliance and effect social change. Persuasion and attitude change from classical theories to contemporary situations.
- 874 Communication in Supply Chain Management**
Fall. 2(1-2) R: Open to master's students in the Supply Chain Management major.
Development of effective interpersonal communication skills. Oral communication in business settings, including presentation and interview skills. Use of appropriate technology for management presentations. Analysis of presentations in the work setting.
- 875 Communication Leadership Skills in Organizations**
Fall, Summer. 3(3-0) R: Open to master's students in the Accounting major.
Theoretical and practical approaches to organizational communication and leadership. Communication and responsibility in a new era. Leadership self-assessment, leadership in action and managerial communication, and leadership accountability.
- 890 Independent Study**
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Approval of department.
Individualized study under faculty direction.
- 893 Practicum**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. P: COM 803 and COM 820 or approval of department; application required RB: Minimum of 15 credits at the graduate level including COM 803 and COM 820. R: Open to master's students in the Department of Communication or in the Health and Risk Communication major or in the Communication major. Approval of department; application required.
Supervised experience in an applied-communication or health and risk communication setting.
- 899 Master's Thesis Research**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 14 credits in all enrollments for this course. R: Open only to graduate students in the Department of Communication.
Master's thesis research.
- 901 Communication Research Design I**
Fall. 4(4-0) RB: One introductory research design or statistics course. R: Open only to doctoral students.
Methods of data collection and analysis. Writing and critiquing research reports.
- 902 Communication Research Design II**
Spring. 4(4-0) RB: COM 901 R: Open only to graduate students.
Further study of methods of data collection and analysis. Writing and critiquing research reports.
- 915 Organizational Communication II**
Spring of odd years. 3(3-0) RB: COM 815
Organizational communication structure and information processing. The organization's embeddedness in a larger social environment.
- 921 Micro and Macro Media**
Fall of odd years. 3(3-0)
Perspectives on media processes pertaining to individuals, groups, and large-scale systems. Topics include cognitive processing of media, public opinion and affective responses to media.
- 922 Interpersonal Communication**
Fall. 3(3-0)
Theory and research in interpersonal communication. Role of communication in processes such as interpersonal influence and relationship development.
- 990 Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to graduate students in the Department of Communication. Approval of department.
Individualized study under faculty direction.
- 999 Doctoral Dissertation Research**
Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 36 credits in all enrollments for this course. R: Open to doctoral students in the College of Communication Arts and Sciences or in the Department of Communication or in the Communication Major.
Doctoral dissertation research.