

COMMUNICATIONS (COMC)

COMC 101 Public Speaking I

The primary goal of COMC 101 is to provide students with the opportunity to improve their public speaking skills in the areas of preparation and delivery. The method of speaking emphasized is extemporaneous. Though public speaking is the primary focus of the course, other issues of communication, such as written, interpersonal and group, are also discussed. In addition, students will learn to be more critical consumers of communication. 3 credits.

COMC 300 Communications and Media: Challenges and Opportunities

This course serves as the gateway for the communications and media program. Students examine mediated communication and begin to analyze the relationship between culture, media, and technology. They consider the role of storytelling in multimedia and explore a variety of topics affecting and influenced by mass communication and media. This course provides a solid foundation to prepare students to create solutions in media environments upon completion of the communications and media program. 3 credits.

COMC 301 Advanced Public Speaking

Designed to provide a more in-depth study of classical and contemporary principles of rhetoric and rhetorical criticism, this course provides concentrated work in speech structure, delivery, and criticism. 3 credits.

COMC 315 Intercultural Communication

This course explores the communications process from a variety of interfacing cultures and subcultures. Special emphasis is given to each culture's worldview and its impact on intercultural communications, through utilizations of traditional and new media. Students will apply communication theory through case studies and consider the value-added aspects of expanding diversity, equity and inclusion. 3 credits.

COMC 330 History of Communication and Technological Revolutions

Prerequisite: COMC 300.

In this course, students will explain the historical context of communication and technological revolutions. They will explore topics such as technological trends, the foundation of mass media, modes of communication, theoretical context, and perceptions of media, and how they have shaped communications. Ultimately, students will be able to draw parallels between past and contemporary communication methods. 3 credits.

COMC 360 Methods and Techniques of Persuasion

This course explores the methods, theories, techniques, and concepts of persuasive communication. Students will address scientific, humanistic, and behavioral aspects of persuasion. Content will include interpersonal persuasion, advertising, political campaigning, and use of persuasion techniques in mediated environments. 3 credits.

COMC 365 Multimedia Journalism

Prerequisite: COMC 300.

In this course, students will apply multimedia techniques to storytelling in the context of journalism. They will analyze diverse audiences and determine how that analysis influences story creation. Additionally, students will select the most appropriate medium for disseminating information. Students will complete a project that requires effective research and journalistic writing. 3 credits.

COMC 370 Principles of Public Relations

This course provides a thorough examination of the theories, practices, effects, and principles of public relations. Students will explore the roles and responsibilities of public relations, such as media relations, ethical considerations, and dissemination of information via technology and social media. They will engage in storytelling that achieves specific strategies and serves intended audiences. Additionally, they will address the role of public relations in civic, community, governmental and global contexts. 3 credits.

COMC 375 Media Ethics

In this course, students will address ethical issues in the context of media and communication. They will identify the historical foundations of ethics. They will also apply various approaches to case studies and dilemmas that may occur in a media-related environment. Students will consider how to balance the relationship between personal beliefs and professional behavior. 3 credits.

COMC 380 Interpreting Data: Predictions, Patterns, and Communication

In this course, students will examine and analyze a variety of data that runs the gamut from online purchases to the amount of time spent engaging in social media to favorite flavors of chocolate in different cultures. They will focus on the power, interpretation, and influence of data. Topics include privacy concerns, access to data, regulation, data mining, and the relationship between data, technology, and society. Students will complete a project in which they communicate the meaning of data effectively. 3 credits.

COMC 410 Interpersonal Communications

This competency focuses on interpersonal communication skills needed to effectively interact with others, particularly in a workplace setting. Interpersonal relationships are framed by basic elements such as types, models, and purposes of communication. Interpersonal skills begin with the self and extend to external influences such as environment, society, and culture. Additionally, many characteristics and behaviors, such as verbal and nonverbal communication contribute to effective interpersonal skills. Ineffective communication skills can result in conflict, so it is important to consider how to address conflict in order to achieve positive results. It is also critical to keep in mind that interpersonal skills are vital to achieving goals in virtual and face-to-face situations. 3 credits.

COMC 420 Communication Through Social Media

In this course, students evaluate how organizations use social media strategically to achieve both communication and marketing goals. Through cross-industry case studies, students evaluate the best practices and failures in social media. Topics include social media content development, audience curation, and well as managing rapid growth and change in the social media arena. Students will create a social media strategy for an organization or product. 3 credits.

COMC 451 Communication Theory and Digital Media

This course examines how traditional communication theories apply to digital media. Students will analyze the role of algorithm-driven platforms in shaping opinions and public discourse, evaluate digital content for accuracy and misinformation, and assess ethical and inclusive communication practices. Through critical analysis and multimedia projects, students will create engaging digital content that accurately reflects current research on digital media trends. The course also challenges students to synthesize theory and data to predict future media developments. 3 credits.

COMC 485 Communications and Media Capstone

Prerequisites: COMC 365, COMC 370, COMC 380, COMC 420.

As the capstone for the B.A. in Communications and Media, COMC 485 provides students with the opportunity to integrate knowledge and skills gained throughout the program. Students will identify a real world challenge and apply their understanding of culture, media, ethics, and technology as well as their skills in data analytics, presentation, and media creation to propose solutions to this challenge. 3 credits.