

COMMUNICATION (COM)

The study of communication enables students to develop speaking and listening skills as well as critical thinking skills. Communication students also develop research skills and value the collaborative effort in working with others.

The communication major is designed to provide a strong background for entrance into a variety of professions as well as graduate study. The study of communication enhances an individual's ability to interact with others on both a personal and public level.

To declare a major in communication, students must complete COM 205 with a grade of C or better.

Course of Study

- A. A major in communication consists of at least 39 credits in communication including:
1. Core courses: COM 201, 205, 211, 301, 431.
 2. At least 12 credits from the following: COM 203, 220, 250, 260, 311, 315, 331, 360, 380.
 3. At least 12 credits from the following: COM 302, 305, 307, 309, 332, 333, 340, 403, 405, 490, X91, X99.

Grade Point Average: To have a major in communication approved for graduation, a student must have a minimum cumulative GPA of 2.50 in courses selected by the student to satisfy the major.

- B. A minor in communication consists of at least 24 credits in communication courses including:
1. Core courses: COM 201, 211 and 301.
 2. Students will take 15 credits from any other communication department offerings.

Teacher Certification: Student seeking teacher certification with a communication major or minor must take COM 460. Major = 36 credits. Minor = 24 credits.

Course Descriptions

COM 101 Introduction to Communication. 3 cr.

An introductory communication course designed to develop an understanding of the basic principles of the field of human communication. Topics covered will include the fundamentals of communication, interpersonal communication, group communication, and mass communication. Emphasis is on inquiry, organization, and delivery used in a variety of communication experiences. A minimum grade of C or better is required to satisfy the general degree requirements. Not applicable to the major or minor in communication.

COM 201 Introduction to Professional Communication. 3 cr.

The purpose of this course is to equip students with skills in business and résumé writing, interviewing, oral presentations, and work relationships. This course is also designed to better prepare students for performance in COM 301 Professional Communication. Prerequisite: COM 101 with a grade of C or better.

COM 203 Introduction to Mass Communication. 3 cr.

An historical overview of various individual mass media technologies and the industries that grew up around them. Emphasis on the social, cultural, economic, ethical and political impact of the mass media.

COM 205 Research Methods in Communication. 3 cr.

An introduction to research methods used in the communication discipline. An overview of methods and techniques used for systematic observation of communication behavior. Students will complete a research project. (COM majors/minors must get a C or better) Prereq: COM 101.

COM 211 Small Group Communication. 3 cr.

A study of procedures, processes, and dynamics of small groups. Students engage in small group projects throughout the semester to gain understanding and experience in small group theory and behavior. Prereq: COM 101.

COM 220 Principles of Mediated Communication. 3 cr.

An introduction to the field of computer-mediated communication (CMC) technologies and their uses in a variety of communicative contexts. Students will explore theories of computer-mediated communication as well as how computer-based technologies impact interpersonal interactions, group dynamics, general social behaviors, and the development of language.

COM 250 History and Criticism of Public Address. 3 cr.

An historical and critical study of public discourse in a variety of forms. This course is designed to enable students to understand the impact and influence of this practical art form on belief and action of receivers. Prereq: COM 101.

COM 260 Interpersonal Communication. 3 cr.

Investigation of and experience with communication that facilitates the establishment and maintenance of effective personal relationships. Prereq: COM 101.

COM 301 Professional Communication. 3 cr.

An advanced public speaking course designed to provide students with a higher level of expertise in the area of business and professional communication. Business presentations, including technical, proposal, and sales presentations will be practiced along with courtesy and commemorative speeches. Prereq: COM 201.

COM 302 Writing for Mass Communication. 3 cr.

Creating, designing, and editing of print, radio, and television news stories; newspaper and magazine feature articles; and print, audio, and video advertising copy. Prereq: ENG 101

COM 305 Family Communication. 3 cr.

This course looks at how we develop, maintain, enhance, or disturb family relationships through communication. Prereq: COM 101.

COM 307 Communication and Gender. 3 cr.

Communication and Gender is designed to integrate theory and practice in the study of gender as a communication variable. Gender similarities and differences will be examined in the context of interpersonal and professional relationships. Prereq: COM 101.

COM 309 Intercultural Communication. 3 cr.

A study of the complexity of communication in the intercultural setting. This course looks at the roles of context and power in intercultural interactions from a variety of perspectives. Prereq: COM 101.

COM 311 Listening. 3 cr.

Analysis of the nature, process, barriers to and improvement of listening skills. Speaker, listener, location, and message variables as related to comprehension are discussed. Prereq: COM 101.

COM 315 Persuasive Communication. 3 cr.

Study of persuasive messages from the viewpoint of both sender and receiver. Prereq: COM 101.

COM 331 Principles of Public Relations. 3 cr.

An introduction to the principles of public relations including history, ethics, theory, concepts, uses, techniques, and practice. Prereq: COM 101

COM 332 The Practice of Public Relations. 3 cr.

An advanced study of public relations strategies emphasizing program development and crisis communication. Tactics will include press release series, fact sheets, speechwriting and delivery, writing and editing for public relations publications, and special events planning. Prereq: COM 331.

COM 333 Leadership and Communication. 3 cr.

Leadership competence is the product of communication competence. This course looks at the different approaches to leadership, leadership traits, leadership and team member communication styles, ethical responsibilities of leaders, and the Christ-like model of servant leadership. Prereq: COM 101.

COM 340 Health Communication. 3 cr.

Health Communication is a diverse field devoted to communication as it is used to provide health care and promote public health. This course will include topics from areas of communication research including interpersonal, intercultural, group, organizational, and mass media. We will expand, explore and apply students' knowledge of communication skills and theories by designing a public health campaign.

COM 360 Communication and Conflict. 3 cr.

A study of the relationship and the process of human conflict. Conflict within families, personal relationships, and business settings with strategies for management. Prereq: COM 101.

COM 375 Creativity and Communication. 3 cr.

Creativity and Communication critically examines theories of creativity, the creative process, how the brain produces creative ideas, creative collaboration, and the impact of constraints, attitude, and environment on one's personal creative expression. This course also explores creativity from a Christian perspective, recognizing that people were formed in the image of their Creator. Prereq.: Junior or Senior standing.

COM 380 Non-Verbal Communication. 3 cr.

An introduction to non-verbal communication in everyday interaction. Emphasis on reading, observation, analysis, and presentation of research through individual and group projects. Prereq: COM 101.

COM 403 Issues in Contemporary Mass Communication. 3 cr.

This course addresses from a Christian perspective the cultural, ethical, and moral issues faced by those in the field of mass communication as they link the mass media and American society. Prereq: declared COM/CAR majors and minors.

COM 405 Sports Communication. 3 cr.

An advanced study of mass and interpersonal communication in the field of sports. Emphasis in the critical analysis of written and broadcast sports communication, the history of sports communication, and interpersonal communication in sports including coaching and athlete interaction. Prereq: declared COM/CAR majors and minors or consent of instructor.

COM 431 Senior Seminar in Communication. 3 cr.

An integrative academic experience for communication majors in their final semester of study. Considered a senior capstone course where students demonstrate their communication competence. Required of all communication majors. Prereq: Senior standing.

COM 460 Methods of Teaching Speech Communication. 2 cr.

A detailed study of the special problems that face the teacher of oral communication. Includes special attention to the development and criticism of oral assignments and the operation and organization of co-curricular activities in forensics and debate. Open to COM majors and minors in elementary and secondary education certification program.

COM 490 Internship. 1-3 cr.

By arrangement with the department and Internship Coordinator.

COM x91 Topics in Communication. 1-3 cr.

Topics in Communication will be offered occasionally. Possible areas of study include argumentation and advocacy, communication and leadership, political communication, health communication, audio/visual production, etc. Prereq: COM 101 and declared COM/CAR majors/minors for topics courses numbered 491.

COM 199-499 Independent Study. 1-3 cr.

By arrangement with the department.