Graduate Communication Course Descriptions

CO 601 Intercultural Communication
The course provides an in-depth study of the human communication process as it operates in the challenging, global framework of today’s world. Understanding the various factors operating in the diverse approaches to communication found in all sectors of human society around the globe will enable students to develop strong leadership skills that are applicable in the workplace and in the political realm, as well as in the health and education fields. An appreciation of cultural differences and their impact on one’s own communication styles and outcomes will be gained through individually designed, project-based research topics, selected according to the needs and interests of the student.

CO 602 Business and Professional Communication
Students research, organize, and present a variety of professional presentations, including technical proposals and sales presentations. The course is designed to help students refine and enhance their own verbal and nonverbal skills. Students will develop and utilize computer-generated graphics in their presentations. Communicating in organizational groups and teams will also be incorporated in the course.

CO 603 Communication Theory
This course provides an overview of major communication theories, with an emphasis on communication styles and approaches operative in today’s workplace environment. Strategic planning, analysis, and critical thinking in light of contemporary trends and issues will be studied. Students will be involved in developing and presenting a comprehensive communication plan.

CO 604 Persuasive Communication
This course examines the theoretical principles of persuasion, as well as the tools, techniques, and strategies for effectively influencing others. Persuasive tactics such as advertising, direct marketing, and e-marketing will be studied and evaluated. Students will construct persuasive messages and will design an actual persuasion campaign.

CO 605 New Media Communication
This class will explore current communication using today’s new media tools and tactics. Emphasis is on strong communication planning and developing quality content using a broad spectrum of tactics. Students gain hands-on experience developing strong messaging for a variety of media including web, print, social media, blogs, video, press, and new media. Students acquire knowledge and tools needed to provide effective new media communication strategies and increase their understanding of how communication relates to traditional marketing and PR tactics. The course will feature guest speakers who are experts in the field to provide a depth and breadth of real-world experience.

CO 606 Organizational Communication
The focus of this course is on strategies and tactics for reaching internal audiences. The need for gender and diversity training, work-life planning for employees, and developing assessment tools within the framework of the corporate culture of an organization will be explored.
CO 607 Communication Research Methods
The various theoretical approaches and ethical responsibilities of conducting research in communication will be analyzed. Students will study ways by which researchers find and evaluate documents and will learn about both qualitative and quantitative design and research. Students will write their thesis/project proposal during the course of the semester.

CO 608 Supervised Thesis/Project

CO 609 Conflict Management and Negotiation
Students will examine the nature, types, process, styles, and strategies of conflict in a variety of interpersonal and organizational settings. Using a case study approach, students will analyze the various ways in which conflict is negotiated and managed with a view toward selecting the most effective strategies for each situation.

CO 610 Crisis Communication
Crisis communication is an increasing concern for all businesses and professions. Students will explore the components of crisis communication and will study pre-crisis planning, including the formation of a crisis management team, as well as effective responses to organization crisis through timely communication. Through case studies and research, students will learn appropriate communication strategies to manage all phases of crisis.

CO 611 Public Relations
This course presents the theory and practice of public relations and marketing communication and how these disciplines operate within organizations. Students will study the professional development of the field, concepts, issues, principles, and theories guiding the practice of public relations and marketing. The course emphasizes the need for well informed, ethical practitioners with skills and abilities in key areas such as relationship building, strategic planning, reputation management, media monitoring and writing. Case studies and discussions of ethical issues will be dealt with throughout the course.

CO 612 Health Communication
This course explores the communication demands of health care and health promotion, examines current issues and problems in the modern health care system, and identifies communication strategies health care providers or managers can employ to achieve their health care goals.

CO 613 Communication for the Professional Workplace
Graduate students from various disciplines practice the skills necessary to produce such documents as are appropriate to their present workplace positions or to the positions they are preparing to take. These documents include but are not limited to proposals, progress reports, and instruction manuals. Students will consider audience (including multiple audiences) and the purpose of the document; they will gather and synthesize information from multiple sources and execute appropriate document designs.
CO 614 Communication Practicum
A guided practical field experience, this course allows students in the program to apply theoretical knowledge gained in the classroom to actual work settings in the communication field. Sites within public relations, corporate communication, human resources, event planning, health communication and training and development are just some of the areas one might choose. The course is especially useful to students as a preparation for CO 608: Thesis/Project since within the work environment selected a number of practical topics for research or project development should emerge.

CO 615 Corporate Social Responsibility
This course presents the theory and practice of corporate social responsibility (CSR) with an eye toward practical application. Students will study origins and concepts of the practice, the evolution of CSR; examine economic and societal issues; and the impact, criticisms and future of CSR. This course emphasizes the need for well-informed communications professionals with the skills and capacity to anticipate and understand the influence and impact that local and global stakeholders have on today’s brands and organizations. This course provides a foundational view of CSR and provides ample opportunity for analyzing the application and results of CSR strategies, impacts for profit and not-for-profit businesses and other organizations, debate and the changing landscape that crosses over many disciplines. Key areas of corporate social responsibility include human rights; environmental sustainability; philanthropy/social investing; and environment, health and safety. A combination of classroom text and discussion, case studies, web-based examples, and guest speakers will be used.

CO 616 Integrated Marketing Communication
Effective corporate communication in today’s global marketplace necessitates the merging of the functions of marketing, advertising, public relations, and promotion. Integrated Marketing Communication will provide the theoretical and practical knowledge of how these areas can best work together to meet an organization’s challenges and solve its problems. The course will look at business firms and non-profit organizations, and will place special emphasis on public opinion and its role in the integrated marketing communication mix. Strategies for program planning and evaluation will be examined. Topics studied will include message consistency, managing the brand, use of traditional media, and web-based activities to maximize effectiveness.

Updated October 2014