COMMUNICATION DEPARTMENT
FALL 2023 COURSES

FOUNDATION COURSES

COMM 102: PUBLIC SPEAKING AND THE PUBLIC SPHERE
- Teaches speaking skills and examines how speeches generate social change
- HE, HM, JE
- Key skills: speaking, research, ethics

COMM 103: MEDIA AND SOCIETY
- Understand the impact of media in your life
- HE, HM, T1
- Key skills: critical thinking, media literacy, message analysis

COMM 105: INTRODUCTION TO HUMAN COMMUNICATION
- Understand how face-to-face communication works to become a better communicator
- SS/SW, T
- Key skills: analysis of everyday communication, understanding how research creates theories, facilitation skills
GOAL AREA: ANALYSIS

COMM 110: #HERSTORY
- This course examines the way that underrepresented voices have been excluded from public discourse and explores the efforts of leaders and activists to reclaim their voices and power
- CSDI, GE, IC
- Key skills: analysis, collaboration, public speaking

COMM 277A: LISTENING FOR JUSTICE
- Emerge as listening leaders and transform Social Justice situations in organizations and local/global communities
- HM, HE, TF, BN
- Key skills: mindfulness, storytelling, interpersonal communication, conflict resolution

COMM 336: STRATEGIC COMMUNICATION CAMPAIGNS
- Learn how effective strategic campaigns in PR, marketing, and advertising are designed
- SW, SS, T3, WR
- Key skills: message analysis, campaign planning, presentation skills

COMM 338: STRATEGIC SOCIAL MEDIA MARKETING
- Run a social media account, analyze and strategize for success
- EX
- Key skills: social media marketing, competitive analysis, branding
COMM 352: HEALTH COMMUNICATION
- Communicate more effectively to improve your health
- SS/SW, T
- Key skills: understand how healthcare works, communicate within medicine effectively

COMM 379B: RHETORIC OF ADVERTISING
- Examines how advertising persuades audiences and shapes social meaning
- HE, HM, TF
- Key skills: Analyzing texts, information literacy, collaboration

GOAL AREA: MESSAGE DESIGN

COMM 225: ARGUMENTATION AND ADVOCACY
- Learn how to make and analyze arguments with an eye toward a better understanding of influence in the public sphere
- HM, HE, TE
- Key skills: building arguments, analysis, public speaking

COMM 240: DIGITAL VIDEO COMMUNICATION
- Learn the “language” of video production, create effective video messages
- Key skills: plan, pitch, create (shoot/edit) effective video messages, message analysis
COMM 245: INTRODUCTION TO MEDIA WRITING
- Write across media for a variety of media-related professions
- WR2
- Key skills: effective message design, portfolio-building

COMM 248: MEDIA AND YOUTH
- Analyze the interaction between media and youth culture
- HE, HM, M1, EX/EL optional, WR
- Key skills: message analysis and design, media literacy, experiential learning, presentation skills

GOAL AREA: COMMUNICATION AND COMMUNITY

COMM 310: BLACK CIVIL RIGHTS RHETORIC
- This course explores how public expressions about race have impacted the history of United States democracy
- IC
- Key skills: understand cultural issues, critical thinking

COMM 350: INTERCULTURAL COMMUNICATION
- Identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures
- GLO, IC
- Key skills: intercultural communication, critical thinking, analysis, writing, discussion
COMM 351: GENDER AND COMMUNICATION
- Learn current gender communication theories and examine the impact of socialization on gender identity
- SS, SW, J3
- Key skills: critical thinking, analysis, writing, discussion

COMM 379A: FREEDOM OF SPEECH
- Teaches about free speech controversies and the laws that govern our right to free expression
- BN, HE, TF – Truth, WR
- Key skills: Analyzing texts, information literacy, collaboration, writing, speaking

CAPSTONE

COMM 331: RHETORIC AND CITIZENSHIP
- Students will critically examine the role that public discourse and efforts to influence others play in our understandings and practices of citizenship
- Key skills: analysis, deep reading, writing

SCAN HERE FOR MORE INFORMATION ABOUT THE COURSE OFFERINGS: