

Master of Arts in Communication

Course Descriptions

CMM 500 Cooperative Education Program [variable] Work experience in a communication business setting under the supervision of the co-op faculty coordinator. Objectives and evaluation criteria set by a learning contract are required. Graduate students may not apply more than 3 credits of CMM 500 toward their degree program. Prerequisites: CMM 650 and CMM 655 for graduate students; CMM 400 for undergraduate students and graduate standing; or permission of instructor.

CMM 510 Small-Group Communication [3] Course examines communication processes and problems in small task groups. Topics include communication phases in group development; group decision making, including the role of communication in faulty and effective decision making; gender issues in small-group communication; structure in small-group interaction; and the use of groups/teams in organizations. Prerequisite: Graduate standing or permission of instructor.

CMM 520 Organizational Communication [3] This course will cover the major approaches to the study of organizational communication. The course will also cover relevant aspects of management theory, the sociology of complex organizations, and organizational psychology as they apply to communicative behavior. Topics will include superior-subordinate communication, openness, and communication climate. Prerequisite: Graduate standing or permission of instructor.

CMM 521 Striving for Excellence: Managing Public Relations for the Modern Corporation [3] An exploration of the challenges that face the modern corporation and its public relations practitioners. Emphasis will be placed on the impact of the environment and the publics within it on organizational goals and practices. Students will gain substantial research experience and will interact with various community and corporate institutions. Prerequisite: Graduate standing or permission of the instructor.

CMM 523 Intercultural Communication [3] Course will examine the cultural influences on the communication process. Variables to be examined include, but are not limited to, values, attitudes, assumptions, patterns of thinking,

language and nonverbal behavior, as well as other culturally influenced variables that affect the communication process between people from different cultures. Prerequisite: Graduate standing or permission of instructor.

CMM 526 Seminar in Interpersonal Communication [3] Course is designed to help participants develop a sophisticated understanding of everyday communication and social interaction. Participants will review, compare, and critically analyze different viewpoints within the domain of contemporary interpersonal theory. Prerequisite: Graduate standing or permission of instructor.

CMM 530 Interpersonal/Organizational Tensions: A Communication Perspective [3] Course is designed to explore connections between interpersonal and organizational contexts. Topics include superior-subordinate communication, interpersonal relationships in the workplace, the role of communication in sexual harassment, communicating in a diverse workplace, workplace effects on family interaction and relations, and interpersonal communication about organizational policies. Prerequisite: Graduate standing or permission of instructor.

CMM 531 Integrated Communication [3] This course surveys the theory, research, and practice of Integrated Communication (IC). The course provides an overview of theoretical concepts and research. This multidisciplinary course draws material from management, organizational communication, marketing, public relations, and advertising. Topics include the communication mix, promotion and publicity, IC process, and evaluation of IC programs and campaigns. Prerequisite: Graduate standing or permission of instructor.

CMM 532 Managing Integrated Communication [3] This course provides a detailed inspection of the management of Integrated Communication (IC). The course takes a strategic perspective by focusing on issues of analysis and planning to develop IC solutions. Topics include theoretical perspectives on IC, managing the research and planning processes of IC, management of the communication mix, development of promotional strategy, IC campaign management, and managing in a competitive environment. Prerequisite: CMM 531 or permission of instructor.

CMM 540 Communication Law [3] History, development, and current trends in communication law are examined. Topics include, but are not limited to, the First Amendment, intellectual property ownership/rights, defamation, privacy, access to government information, commercial speech, and telecommunication regulation. Examination of the ways in which communication law and policy are developed and of how they limit and empower who can say what to whom. Topics relate to our roles as citizens, employers, employees, and journalists or other media professionals, and include a wide range of traditional and emerging communication technologies. Prerequisites: CMM 240 and graduate standing, or permission of instructor.

CMM 562 Media Criticism [3] Analysis of internal and external influences in American mass media industries to develop understanding of current media practices, content, and regulations. Examples of television, print, and film content to be viewed and analyzed. Prerequisite: Graduate standing or permission of instructor.

CMM 572 Community and Alternative Media [3] The course examines and analyzes how alternative and minority communities within mainstream society have found their voice and expressed it through their own media, such as community and alternative newspapers, magazines, newsletters, television and cable stations, radio, and new technologies. Some of the communities to be studied include women, African Americans, Hispanics, Native Americans, immigrants, gays and lesbians, and alternative political groups. Prerequisite: Graduate standing or permission of instructor.

CMM 590, 591, 592, 593, 595 Special Topics/Graduate [3] Organized class or individual instruction in topics relevant to communication study for the advanced undergraduate or graduate student. Topics will vary according to student needs and new developments in the field. Some courses previously taught under this designation include Media and Cognition, Teaching Shy Students, and Media and Politics. Prerequisite: Graduate standing or permission of instructor.

CMM 620 Special Topics in Organizational Communication [3] A variable topic seminar that will focus in depth on topics such as applied organizational communication, communication in organizations employing scientists and engineers, women managers as organizational communicators, and decision making in organizations. Prerequisites: CMM 520 and graduate

standing, or permission of instructor.

CMM 640 Media Processes and Effects [3] Course provides an exposure to existing body of research concerning media effects and formal properties of media organizations. Initial portion of the course is concerned with support for the major theoretical positions in the field, while the latter part addresses questions concerning the future of mass communication research. Original research in media effects is a course requirement. Prerequisite: Graduate standing or permission of instructor.

CMM 645 Multimedia Production [3] In this class students will be introduced to the basic concepts, design, programming, and production skills necessary for the creation of multimedia products for use in the field of communication. The lab projects will be in relevant software used for presentations, digital image and video manipulation, animation and Web design. Prerequisites: Graduate communication major or permission of instructor.

CMM 650 Seminar in Communication [3] A survey of the major approaches to communication inquiry, including in-depth study of the major assumptions that underlie contemporary research in communication. The focus of the course is on the range and scope of communication research. Required of all graduate students for the Master of Arts in Communication program. Prerequisite: Graduate standing or permission of instructor.

CMM 655 Communication Research Methods [3] An introduction to communication research design and methods. This course introduces students to various qualitative and quantitative approaches to the study of communication. Required of all graduate students for the Master of Arts in Communication program. Prerequisite: Graduate standing or permission of instructor.

CMM 670 Integrated Communication Campaigns [3] This course applies advanced theory and practice in the development of Integrated Communications (IC). Students apply IC knowledge and skills in the development of comprehensive IC campaigns. Emphasis is placed on the main decision points in the practice of IC, such as objective setting, product positioning, message strategy, and promotional strategy and tactics. Prerequisites: CMM 531 and 532, or permission of instructor.

CMM 790 Thesis Preparation [3] Research preparation for thesis.
Prerequisite: Graduate standing or permission of instructor.

CMM 791 Thesis [3] Completion of thesis. Prerequisites: CMM 790 and graduate standing, or permission of instructor.

CMM 890, 891 Independent Research [3, 3] Directed independent project.
Prerequisite: Graduate standing or permission of instructor.