Courses in Communication

A Com 100
Human Communication: Language and Social Action (3)
This course offered online through the Blackboard Learning System. Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.
(1297) Husson, William
6 Week 1: May 30-July 7
Online course in Blackboard
(1401) Husson, William
6 Week 1: May 30-July 7
Online course in Blackboard

A Com 265X
Introduction to Communication Theory (3)
This course offered online through the Blackboard Learning System. Approaches to the study of human communication. Consideration of major research traditions, methods and conceptualizations in rhetoric, semiotics, interpersonal communication, organizational communication and media communication. A Com 265X is restricted to A–E grading after matriculation at Albany. Prerequisite(s): A Com 100.
(1296) Barberich, Michael
4 Week 1: May 30-June 23
Online course in Blackboard
(1340) Barberich, Michael
4 Week 1: May 30-June 23
Online course in Blackboard

A Com 369
Theories of Organizational Communication (3)
This course offered online through the Blackboard Learning System. Theoretical models and empirical studies of communication within complex organizations. In-depth case study of one or more organizations. Prerequisite(s): A Com 265 or permission of instructor.
(1102) Belasen, Alain
6 Week 3: July 10-August 18
Online course in Blackboard

A Com 370
Theories of Mass Media (3)
This course offered online through the Blackboard Learning System.
The purpose of this course is to challenge traditional assumptions about persuasion with the everyday practice of persuasion in our mediated world, and vice versa. At the end of the course the student should have acquired an understanding of effective techniques of persuasion and propaganda, an appreciation for how these are applied in practices such as advertising and public relations campaigns, and an appreciation of the problems of persuasion that challenge contemporary corporations.
(2168) Bonville, James
4 Week 2: June 26-July 21
Online course in Blackboard

A Com 371
Theories of Intercultural Communication (3)
This course offered online through the Blackboard Learning System.
Communication between people from different cultures and/or subcultures, including racial and ethnic groups. Focus is upon appropriate theories, concepts, research findings, and practice in intercultural settings. Prerequisite(s): A COM 265, or permission of instructor.

(2395) Cui-Laughton, Chenda
4 Week 3: July 24-August 18
*Online course in Blackboard*

A Com 375
Computer-Mediated Communication (3)
*This course offered online through the Blackboard Learning System.*
Possibly the most important technological innovation of the latter half of the 20th century, computer-mediated communication is revolutionizing interaction in the global village. This course explores how social life is accomplished in a variety of Internet CMC systems, including threaded email forums, instant messaging, chat rooms, videoconferencing, and World Wide Web pages.

(1341) Zemel, Alan
4 Week 1: May 30-June 23
*Online course in Blackboard*

A Com 378
Studies in Public Persuasion – Social Media: Theory and Practice (3)
*This course offered online through the Blackboard Learning System.*
This course introduces students to the theory and practice of social media and the practical application of social media skills to better understand the relationship between society and social media platforms. Students will have the opportunity to use different social media technologies to design, execute and promote user-generated communication campaigns in virtual communities and networks.

(2169) Luo, Yumeng
4 Week 2: June 26-July 21
*Online course in Blackboard*

A Com 378
Studies in Public Persuasion – Leadership Communication (3)
*This course offered online through the Blackboard Learning System.*
Application of the student’s critical skills to the rhetoric of a particular public figure or movement; or to the rhetorical practice of a particular historical period or genre of public persuasion, such as television advertising, propaganda in mass movements, American campaign rhetoric. May be repeated for a total of 15 credits when content varies. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

(2396) Snack, James
4 Week 2: June 26-July 21
*Online course in Blackboard*

A Com 388
Communication and Global Organizations (3)
*This course offered online through the Blackboard Learning System.* Through a series of readings, case studies, and video programs, students in this class investigate what globalization is and how it is transforming organizations across the world. The course is designed to enable students to understand why and how communication is a critical process through which these transformations are taking place. Students will explore, for example, how new communication technologies have led to the emergence of network, virtual, and web organizations, and what the implications of these developments are for both organizations and the individuals that are part of them (e.g., as employees, clients). Moreover, this course aims to highlight those unique and often unexpected ways, in which the processes of globalization, communication, and organization intersect and affect our lives today. Prerequisite(s): A Com 265 and junior or senior class standing, or permission of instructor.

(1982) Matsaganis, Matthew
4 Week 1: May 30-June 23
*Online course in Blackboard*
Graduate Courses

A Com 659
Communicating Globally (3)

This course offered online through the Blackboard Learning System. Communicating globally is an interdisciplinary course that integrates organizational communication theories and international business perspectives. Students learn how to use the sensitivity skills and communication competencies that global managers need to achieve the goals of their organizations. Topics include the internationalization of business, global leadership, cross-cultural management, intercultural communication, decision making, negotiation styles, and ethical considerations.

(1145) Belasen, Alain
6 Week 3: July 10-August 18

Online course in Blackboard