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.

(1359) Husson, William
6 Week 1: May 23-July 1
Online course in Blackboard

A Com 201
Interpersonal Communication (3)

This course offered online through the Blackboard Learning System. Introduction to those aspects of communication which typify interpersonal relationships. Included are experientially acquired insights into, and theoretical considerations of, interpersonal communication.

(1212) Bland, Yvonne
12 Week: May 23-August 12
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.

(1358) Barberich, Michael
4 Week 1: May 23-June 17
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 5-August 12
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.

(2441) Bonville, James
4 Week 1: May 23-July 1
*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.

(1856) Zemel, Alan
4 Week 1: May 23-June 17
*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.

(2442) Luo, Yumeng
4 Week 2: June 20-July 15
*Online course in Blackboard*

A Com 378
Studies in Public Persuasion – Introduction to Media Writing (3)
*This course offered online through the Blackboard Learning System.*
This course will introduce students to theories, techniques, and formats used in writing for a variety of communication media including news (print and broadcast), features, public relations, and advertising. The effect of changing communication technologies on the creation of media content will be discussed as well.

(2451) Williams, Amy
4 Week 3: July 18-August 12
*Online course in Blackboard*

A Com 386
Persuasion and Film (3)
*This course offered online through the Blackboard Learning System.* This course will examine cinema as a vehicle of persuasion. Cinematic themes will be analyzed for their manifest and latent advocacy of various positions and points of view. A variety of films will be critically evaluated, including those that raise issues about race, gender, power, and politics. Contemporary thinking about persuasive message design will be drawn upon to investigate the cinematic presentation of these and other issues. A Com 368Z is the writing intensive version of A Com 386; only one may be taken for credit. Prerequisite(s): Junior or senior standing or permission of instructor.

(1664) Husson, William
6 Week 1: May 23-July 1
*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.

(2144) Matsaganis, Matthew
4 Week 2: June 20-July 15
Online course in Blackboard

A Com 410
Organization Image Building (3)
This course offered online through the Blackboard Learning System. Students will learn the fundamentals of integrated communication strategies and how they can be applied effectively to present and advance business, organizations, products and issues. Topics covered include the basics of communication theory; the importance of clearly evaluating and defining organization objectives as the foundation of communication planning activities; how branding decisions affect a communication campaign, etc. Prerequisite(s): A Com 265, and junior or senior class standing.

(1824) Madarasz, Stephen
6 Week 2: June 22-July 31
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.

(1178) Belasen, Alan
6 Week 3: July 5-August 12
Online course in Blackboard