March 1, 2013 – Fall 2013 Course Descriptions for Graduate Elective Courses

**COM 503 (1733) – Message Design and Social Influence (T, 4:15PM-7:05PM, Seo)**

Survey of theory and research on persuasion and critical analysis of persuasive messages aimed at individuals, groups, or large publics.

**COM 659 (6803) – Leadership Communication (M, 5:45PM-8:35PM, Belasen)**

This course focuses on the exercise of leadership in business and not-for-profit organizations, and the critical role communication plays in the process of moving people towards shared organizational goals. Topics include: (a) leadership behaviors and the role of communication in enacting those behaviors; (b) the effects of organizational structures on leader-follower interactions; (c) the use of communication to shape core values and organizational culture; (d) how do organizational leaders utilize communication to make important decisions?; (e) what communication competencies are needed for effective leadership?; (f) how do leaders use communication to facilitate the process of organizational change? This course does not teach you how to become a leader. Rather, it is designed to help you understand how leadership is accomplished through the process of communication.

**COM 675 (6804) – Interaction in Health Care Contexts (T, 5:45PM-8:35PM, Zemel)**

This course focuses on the importance of communication in a variety of health care contexts, including medical consultations, therapy, support groups, patient care teams, and medical training. It examines the ways that people seek out and receive a variety of different kinds of health-care services in light of the factors that enable and constrain the processes of communication. Among the topics covered are how language and cultural differences impact medical consultations, communication challenges related to end-of-life and hospice care, and communication processes in support groups and medical teams.