Fall 2015 Topic Descriptions

COM 378  
**Strategic Communication Challenges**
7967  
TTH  
10:15AM-11:35AM  
SLOG02  
Barberich

Strategic communication creates commitment to an organization's mission and helps execute its initiatives. This course provides practice in applying strategic communication skills to an existing communication challenge. Students will gain experience in managing communication challenges in real-time scenarios to improve organizational value and effectiveness. Working in small teams, students will design, construct and present communication that delivers on stated objectives, leverages limited resources and achieves measurable outcomes for an organization. Through course assignments, students will create samples of work appropriate for a portfolio in corporate communication.  
*Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.*

COM 378  
**Professional Communication Practice**
7969  
TTH  
4:15PM-5:35PM  
SLOG20  
Barthel

This course will provide students with supervised experience in applying theories of organizational communication, editing, rhetoric, and graphic design to “real-world” challenges. Students will become familiar with a variety of standard communication genres, and develop materials appropriate for a job-hunting portfolio. Team-based projects may include developing print and/or online materials for local non-profit organizations. No previous experience in design is needed; some background in MS Work and/or design software will be helpful. This course is appropriate for any communication major/minor, but may be of special interest to students pursuing a career in marketing, public relations, non-profit administration, or political communication.  
*Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.*

COM 378  
**Corporate Communication & Rhetorical Advocacy**
8015  
W  
2:45PM-5:35PM  
SLOG02  
Barberich

As one of the most prominent rhetorical agents in contemporary society, the corporation not only communicates about its products and services, it also contributes to public discourse, influencing political arrangements and policy decisions. This course focuses on the corporation as a rhetorical advocate for its interests in political, economic and social forums. Using case study examples, the course will explore the role of advocacy in corporate communication, the development of rhetorical advocacy in corporate communication, the forms of rhetorical advocacy used in corporate communication, and an assessment of corporate advocacy in public discourse.  
*Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.*

COM 378  
**Marketing Communication and Media Campaigns**
9395  
TTH  
8:45AM-10:05AM  
BA0219  
Cho

The overall objective of the course is to design, construct, and present a campaign plan for a business or organization. To accomplish this, this course provides overview and application of marketing communication and campaign principles and strategies. Students will learn creating campaign objectives, performing a situation analysis, creating a target audience profile, and developing an integrated media plan that combines traditional and interactive media.  
*Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.*

COM 378  
**Social Media: Theory & Practice**
9875  
Online  
Online  
Online  
Bryant

10457  
Online  
Online  
Online  
Bryant

This course introduces students to the theory and practice of social media in an online learning context. The course includes communication theory, readings on 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.  
*Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.*
This course will introduce basic concepts of new media and computer-mediated communication, and explore the impact of digital media technologies on health behaviors. Topics include online social support, health information-seeking online, social media of health promotion, and emergence of mobile health (mHealth). Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

This course will examine the relationship between new media and the political process from the perspective of the voter, the news media, and political actors. New media’s impact on the electoral process, representation, news cycles, and policy agendas will be explored. The course will look at the evolving new media landscape, beginning in the 1996 presidential election through the current presidential campaigns as we look toward the November 2016 elections. Specific topics will include: how new media has changed the relationship between the public and their elected representatives; what the traditional news media is doing to adapt to those changes; and the ways in which technology has provided grassroots organizations and citizen activists with new tools to bring about social change. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.