## Foundation courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Section</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACOM 100</td>
<td>Human Communication: Language, Codes &amp; Social Action</td>
<td>1655</td>
<td>TTh</td>
<td>11:45-1:05pm</td>
<td>LC 7</td>
<td>William Husson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6947</td>
<td>TTh</td>
<td>8:45-10:05am</td>
<td>AS 015</td>
<td>Shirley Jin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6948</td>
<td>MW</td>
<td>2:45-4:05pm</td>
<td>AS 015</td>
<td>James Snack</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6950</td>
<td>MWF</td>
<td>8:15-9:20am</td>
<td>AS 015</td>
<td>David Mamorella</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6951</td>
<td>MWF</td>
<td>11:30am-12:25pm</td>
<td>AS 015</td>
<td>Xin Zhou</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8995</td>
<td>TTh</td>
<td>1:15-2:35pm</td>
<td>BA 233</td>
<td>Jamie Campbell</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9527</td>
<td>TTh</td>
<td>11:45-1:05pm</td>
<td>ES 108</td>
<td>Teresa Harrison</td>
</tr>
</tbody>
</table>

Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.

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</tr>
</thead>
<tbody>
<tr>
<td>ACOM 203Y</td>
<td>Speech Composition and Presentation</td>
<td>1656</td>
<td>TTh</td>
<td>10:15-11:35am</td>
<td>LC 12</td>
<td>Alana Elia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6947</td>
<td>TTh</td>
<td>8:45-10:05am</td>
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Introduction to the composition and presentation of speeches. Course includes guided practice in topic development, organization, and the oral presentation of various kinds of speeches.

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</tr>
</thead>
<tbody>
<tr>
<td>ACOM 212</td>
<td>Argumentation and Debate</td>
<td>10256</td>
<td>MWF</td>
<td>9:20-10:15am</td>
<td>LC 3C</td>
<td>Victoria Barbeisch</td>
</tr>
</tbody>
</table>

Study of and practice in the methods of argument. Special emphasis upon skills needed in oral argumentation.

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</tr>
</thead>
<tbody>
<tr>
<td>ACOM 265X</td>
<td>Introduction to Communication Theory</td>
<td>1657</td>
<td>TTh</td>
<td>2:45-4:05pm</td>
<td>LC 23</td>
<td>BJ Fehr</td>
</tr>
</tbody>
</table>

Approaches to the study of human communication. Consideration of major research findings, methods and conceptualizations in such areas as persuasion, interpersonal communication, group communication, organizational communication, and mass communication. Prerequisite(s): ACOM 100.

## Mass Communication & New Technologies courses

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACOM 238</td>
<td>Introduction to Mass Communication</td>
<td>8352</td>
<td>M</td>
<td>4:15-7:05pm</td>
<td>SS 256</td>
<td>M. Monica Bartoszek</td>
</tr>
</tbody>
</table>

Survey of electronic and print media with emphasis on structural analysis, content analysis, and research with discussion on history/trends in all forms of media/mass communication.

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</tr>
</thead>
<tbody>
<tr>
<td>ACOM 370</td>
<td>Theories of Mass Media</td>
<td>6613</td>
<td>MW</td>
<td>4:15-5:35pm</td>
<td>BA 213</td>
<td>Hyerim Jo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8488</td>
<td>TTh</td>
<td>1:15-2:35pm</td>
<td>BA 213</td>
<td>Alyssa Morey</td>
</tr>
</tbody>
</table>

The theories, research methods, and empirical research findings related to the effects of mass communication on individuals and society. Prerequisite(s): ACOM 238 and 265, or permission of instructor.

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</tr>
</thead>
<tbody>
<tr>
<td>Com 374</td>
<td>Radio and the Public Imagination</td>
<td>10024</td>
<td>TTh</td>
<td>10:15-11:35PM</td>
<td>BA 213</td>
<td>Michael Barberich</td>
</tr>
</tbody>
</table>

Radio is an essential component in understanding the shape and texture of contemporary American culture and identity. This course explores the medium of radio, its history and its influence in shaping the ways Americans have imagined themselves through the 20th century and into the 21st century. The course also explores listening and the distinctiveness of radio as a medium of mass communication; the role of radio in creating belief in national identity; the creation of radio audiences; the emergence of broadcast journalism; sports and talk radio as cultural practices; the music industry, commercialism, and
corporate influence in radio; and, finally, the persistence of radio despite the emergence of TV and computers. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

ACOM 375 Computer-Mediated Communication
8353 ONLINE  8-WK1 (Aug. 29-Oct. 19, 2016) ONLINE  Alan Zemel
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. Prerequisite(s): ACOM 265 or permission of instructor. (Also listed under Mass Communication)

ACOM 378 Social Media: Theory and Practice
9508 Online Online Online  Lauren 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): ACOM 265 and junior or senior standing, or permission of instructor. (Also listed under Applied Communication)

ACOM 378 Digital & Social Media in Strategic Communication
10053 TTh 4:15-5:35pm  SS 134  Masahiro Yamamoto
The course addresses such topics as search engine optimization, social media publishing, audience research, online press releases, email marketing, Web analytics, online advertising, and video production. Students will write blog posts, create videos, and manage social media. Non-profit organizational context is emphasized. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Listed under multiple categories)

ACOM 386 Persuasion and Film
8355 W 2:45-5:35PM  HU 024  Bill Husson
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. Only one version of ACOM 386 may be taken for credit. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor.

ACOM 420 Communication and Social Protest
10066 TTh 1:15-2:35pm  BA 223  Brea Barthel
This course provides students with an understanding of the communication strategies and challenges in social protest. By the end of the course, students should understand different goals and forms of activism, communication challenges for each, and issues regarding mainstream and alternative media. Students will also become familiar with specific social movements, and their various communication strategies. Prerequisite(s): ACOM 265, and junior or senior standing.

Organizational Communication & Public Relations courses

ACOM 369 Theories of Organizational Communication
9000 TTh 2:45-4:05pm  BA 213  Alana Elia
Theoretical models and empirical studies of communication within complex organizations. In-depth case study of one or more organizations. Prerequisite(s): ACOM 265, or permission of instructor.

ACOM 372 Persuasion in Media
6957 TTh 8:45-10:05am  BA 213  Michael Barberich
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. Prerequisite(s): 
ACOM 265 and junior or senior standing, or permission of instructor.

ACOM 377 Communication and Technology in Organizations
9002 Th 2:45-5:35pm BA 219 Nicolas Bencherki
This course reviews perspectives on technology, communication and work. Students will analyze the 
introduction and use of technology in organizations and its impact on daily collaboration and interaction 
practices. They will study the way organizational members negotiate and make sense of technology in 
their individual and collaborative work. Prerequisite(s): ACOM 265 or permission of instructor.

ACOM 378 Corporate Communication and Rhetorical Advocacy
7603 W 2:45-5:35pm BA 219 Michael 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): ACOM 265 and junior or senior standing.

ACOM 378 Gender and Communication
10052 MWF 9:20-10:15am BA 213 Lauren Bryant
Gender has traditionally been defined as the classification of sex, assigning characteristics to men and 
women and labeling them masculine and feminine. This course will introduce you to different theories 
about gender construction, gender identities, and gender roles and how these theories intersect with 
communication. We will examine gender in several communication contexts including interpersonal, 
intercultural, organizational, political, and health. Prerequisite(s): ACOM 265 and junior or senior 
standing. (Listed under multiple categories)

ACOM 378 Digital & Social Media in Strategic Communication
10053 TTh 4:15-5:35pm SS 134 Masahiro Yamamoto
The course addresses such topics as search engine optimization, social media publishing, audience 
research, online press releases, email marketing, Web analytics, online advertising, and video production. 
Students will write blog posts, create videos, and manage social media. Non-profit organizational context 
(Listed under multiple categories)

ACOM 378 Quantitative & Qualitative Research Methods in Public Relations
10060 TTh 10:15-11:35am BA 222 Weina Ran
This course is to acquaint students with quantitative and qualitative research methods that support 
decision making in the public relations industry. Students will learn how to apply those methods for 
decision making and problem solving in complex settings. Topics include research designs, questionnaire 
construction, sampling, data analysis techniques, and practical application of research methods. 
Prerequisite(s): ACOM 265, and junior or senior standing.

ACOM 415 Persuasion and Public Relations
7565 M 5:45-8:35pm HU 116 Libby Post
This course combines the study of theories of persuasive communication with the practice of persuasive 
communication campaign. Through readings, lectures, and classroom activities, students will become 
aquainted with the nature of persuasion, and then apply the concepts in practical exercises. The goals 
are to develop an understanding of the nature of persuasion, theoretical approaches to influence, 
managing campaigns, measurement and research design in persuasion, free and paid communication 
omodalities, and using mass media in public relations campaigns. Prerequisite(s): ACOM 265, and junior 
or senior standing.
Interpersonal/Intercultural courses

ACOM 201  Interpersonal Communication
6709  MW  2:45-4:05pm  LC 3C  Erting Sa
Introduction to those aspects of communication which typify interpersonal relationships. Included are experientially acquired insights into, and theoretical considerations of, interpersonal communication.

ACOM 367  Theories of Interpersonal Communication
8999  TTh  5:45-7:05pm  BA 213  Amy Williams
The theories, research methods, and representative research findings related to experimental and observational studies of interpersonal communication. Prerequisite(s): ACOM 201 and 265, or permission of instructor.

ACOM 371  Theories of Intercultural Communication
5091  TTh  10:15-11:35am [blended/hybrid]  LC 3C  CiCi Cui-Laughton
10023  MW  2:45-4:05pm  BA 213  Virginia Yonkers
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): ACOM 265, or permission of instructor.

ACOM 378  Gender and Communication
10052  MWF  9:20-10:15am  BA 213  Lauren Bryant
Gender has traditionally been defined as the classification of sex, assigning characteristics to men and women and labeling them masculine and feminine. This course will introduce you to different theories about gender construction, gender identities, and gender roles and how these theories intersect with communication. We will examine gender in several communication contexts including interpersonal, intercultural, organizational, political, and health. Prerequisite(s): ACOM 265 and junior or senior standing. (Listed under multiple categories)

Health Communication courses

ACOM 340  Health Communication
6710  TTh  10:15-11:35am  BA 219  Archana Krishnan
Students explore the role of communication in the delivery and receipt of health care, especially with respect to physician-patient encounters, organizations in the health care system, and the design and execution of health care campaigns. Prerequisite(s): ACOM 265 or permission of instructor.

ACOM 378  Gender and Communication
10052  MWF  9:20-10:15am  BA 213  Lauren Bryant
Gender has traditionally been defined as the classification of sex, assigning characteristics to men and women and labeling them masculine and feminine. This course will introduce you to different theories about gender construction, gender identities, and gender roles and how these theories intersect with communication. We will examine gender in several communication contexts including interpersonal, intercultural, organizational, political, and health. Prerequisite(s): ACOM 265 and junior or senior standing. (Listed under multiple categories)

ACOM 378  New Media and Health
10291  Th  2:45-5:35pm  BA 231  Archana Krishnan
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): ACOM 265 and junior or senior standing, or permission of instructor.
Political Communication courses

ACOM 378  Professional Communication Practice
7564  TTh  4:15-5:35pm  BA 222  Brea 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 nonprofit organizations. No previous experience in design is needed; some background in MS Word 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, nonprofit administration, or political communication. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Also listed under Applied Communication)

ACOM 378  Gender and Communication
10052  MWF  9:20-10:15am  BA 213  Lauren Bryant
Gender has traditionally been defined as the classification of sex, assigning characteristics to men and women and labeling them masculine and feminine. This course will introduce you to different theories about gender construction, gender identities, and gender roles and how these theories intersect with communication. We will examine gender in several communication contexts including interpersonal, intercultural, organizational, political, and health. Prerequisite(s): ACOM 265 and junior or senior standing, (Listed under multiple categories)

ACOM 378  Communicating Terror: Political Violence & Media
10055  TTh  5:45-7:05pm  BA 219  Piotr Szpunar
This course begins from two basic assumptions about terrorism: it is a historical, political and ill-defined concept that takes many forms and it is a mediated phenomenon. The course will analyze the various ways that media, broadly defined, have been connected to terrorism, focusing on the media used in acts deemed terroristic (e.g., the mass media, the airplane, the bomb, the body and the Internet), how terrorism is represented in popular media, and the media deployed in counterterrorism efforts. The aim of the course is to go beyond popular narratives of terrorism and foster a broader understanding of the history, politics and unequal social consequences of framing an increasing amount of actors, actions and utterances as terrorist. Prerequisite(s): ACOM 265 and junior or senior standing.

Applied courses

ACOM 378  Professional Communication Practice
7564  TTh  4:15-5:35pm  BA 222  Brea 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 nonprofit organizations. No previous experience in design is needed; some background in MS Word 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, nonprofit administration, or political communication. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Also listed under Political Communication)

ACOM 378  Social Media: Theory and Practice
9508  Online  Online  Online  Online  Lauren Bryant
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ACOM 378  Digital & Social Media in Strategic Communication
10053  TTh  4:15-5:35pm  SS 134  Masahiro Yamamoto
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research, online press releases, email marketing, Web analytics, online advertising, and video production.
Students will write blog posts, create videos, and manage social media. Non-profit organizational context
(Listed under multiple categories)

ACOM 390  Internship in Communication (part-time, for 1-3 credits)
1659  By arrangement only  Bill Husson

COM 392  Internship in Communication (full-time)
1660  By arrangement only  Bill Husson

ACOM 393Z  Seminar for COM 392 Internship in Communication
1661  Online  Online  Online  Online  Bill Husson

ACOM 393Z  Seminar for COM 392 (Legislative Gazette Interns Only)
4351  M  9-10am  ARR  Alan Chartock
Note: Students must register for both ACOM 392 and 393Z to earn 15 credits for the full-time internship

ACOM 465  Undergraduate Teaching Practicum
4149  By arrangement only  Michael Barberich
Students work with an instructor to assist in teaching a communication course they have already taken
with that instructor or in which they otherwise have background or experience. Possible activities may
include serving as course mentors or tutors, assisting with course exercises, planning presentations for
class, supervised grading, and/or other projects to be negotiated. Prerequisite: Membership in Lambda
Pi Eta, or the Department Honors Program, or permission of instructor.

Com 499  Senior Honors Project
By arrangement / only for students who have been admitted to the COM Honors Program.