## Program core classes

**Com 502  Communication Theory and Practice**  
3626  M  5:45-8:35p  PH 116  Piotr Szpunar  
Exploration of the interrelationship between theory and practice, employing either a general theory of communication or a theory located in one of the three departmental areas of concentration.

**COM 525  Communication Research Methods**  
5453  Th  5:45-8:35p  BI 152  Timothy Stephen  
The goal of this course is to survey basic concepts in research methodology and design as practiced in the field of human communication studies. The course will provide a general orientation to the process of research that will serve students pursuing advanced or specialized work. This is not a first course in quantitative or qualitative methods, though selected topics from both areas will be examined and the course will provide a valuable foundation for students going forward in any direction.

## Substantive core classes

**Com 520  Theories and Research in Political Communication**  
9927  T  5:45-8:35p  BB 368  Alyssa Morey  
Survey of key theories and research findings in the field of political communication covering concepts such as political image, issues, agenda setting, language, debates, socialization, and advertising. (Area/track: P)

**COM 575  Interpersonal Interaction**  
1640  W  4:15-7:05p  BB 362  Alan Zemel  
Examines language and nonverbal practices adopted by individuals interacting in personal relationships and professional settings. Examines participants' struggles, and shows how those are consequential for the direction of the interaction, and for the participants' identities and relationships. (Area/track: IP)

## Elective classes

**Com 659  Communication Technology, New Media & Health**  
9930  T  4:15-7:05p  BI 152  Archana Krishnan  
The rapid evolution of new media and communication technologies offers innovative opportunities to advance health benefits to individuals and societies by providing greater access to information and empowering people to engage in their own healthcare. This consumer-centered health model is without precedent and needs a successful collaboration between technology, medium, information, patient and healthcare provider in order to flourish. This course will introduce concepts of new media and computer-mediated communication, and provide an examination of theory and research on communication technology and new media and their influence on health behavior and promotion. (Area/track: H/IP)
Com 659  Digital and Social Media & Strategic Communication
9931  W  5:45-8:35p  BB 356  Masahiro Yamamoto
The purpose of this course is to provide an overview of theories and concepts regarding strategic communication in digital and social media platforms, with a specific interest in digital content creation and promotion. Topics covered in this course include message characteristics of social media posts and their effects on user engagement, social media influencers/opinion leadership, and Web design, among others. The course will explore these topics in a variety of contexts, including political, civic/non-profit, health, and marketing communication. The course primarily takes a quantitative approach. Students will develop an understanding of the subject through readings, critique of published articles, discussion, and participation in a research project. (Area/track: H/P/O)

Com 659  Corporate Communication: Theory & Practice
10749  ONLINE ONLINE ONLINE  ONLINE  Alan Belasen
This course explores corporate communication as a strategic area of management and as an academic field of study. The effectiveness of corporate communication is largely determined by the development of an optimal balance between a strong, centralized perspective and a network of decentralized operatives. This balance is vital for keeping communication programs and activities consistent throughout the organization while adapting the function to the special needs of the independent business units. While stressing the importance of integrating conventional functions of corporate communication into a more unified and coherent strategic framework of communications, the course also draws on research and theories that trace the evolution of the field. Topics include the function of corporate communication, building strong identity and managing corporate image using mass advertising and public relations, communication strategies to deal with shareholders and other important constituencies, developing internal communication programs, and responding to corporate crises. (Area/track: O/P)

Independent and Applied Courses (permission of instructor is required)

Com 693  Studies in Specialized Areas
Arranged  Staff
Supervised readings to give students mastery over the literature in the area of a student's comprehensive examination. A list of supervised readings is developed by advisor and student for each individual student. Prerequisite: Consent of Director of Graduate Studies.

Com 696  Independent Study in Communication
Arranged  Staff
Guided research on topics in communication. May be repeated for up to six credits, with no more than three credits from the same instructor.

Com 697A, B  Guided Research Project
Arranged  Staff
Students work with a faculty advisor on an academic research project on a topic of interest to the student and faculty member, related to student's elected track in the program. Final projects should contain a statement of research questions, proposed method for addressing the questions, data collection and analysis or other analytic activity, and project discussion. Students are expected to complete the guided research project in two semesters. In the first semester (COM 697A), students will identify relevant research literature and formulate a plan for carrying out the project. In the
second semester (COM 697B), students will conduct the research and write the research report. Students who pursue this option generally anticipate the possibility or likelihood of further study at the doctoral level. Prerequisite: Completion of at least 18 credits, including program core courses and substantive area core courses.

Com 698  Research Practicum
1646  M  4:15-7:05p  LI 220  Barry Eisenberg
Supervised applications of communication theory in agencies of business and government. Cannot be taken until student has completed at least 24 graduate credits in communication. Requires a written final report and seminar attendance. Prerequisite: By advisor approval only.

Com 899  Doctoral Dissertation
Arranged  Staff
Required of all candidates completing the degree of Doctor of Philosophy in Communication. Load graded. Appropriate for doctoral students engaged in research and writing of the dissertation. Prerequisites: Completion of all course work toward the doctoral degree in communication and admission to doctoral candidacy.

Note: “Areas” refers to tracks in which electives can count toward fulfillment of the 12 credits of the core. Key: O = Organizational, P = Political, H = Health, IP = Interpersonal/Intercultural