Spring 2018 Graduate Courses in Communication
Updated Oct. 10, 2017

Program core classes

Com 502  Communication Theories & Practice
10321  W  5:45-8:35pm    HU 041  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.

Substantive core classes

Com 551  Theories and Research in Public Organizational Communication
9920  Th  5-7:50pm   HU 112  Annis Golden
Major research and theories in organizational communication including topics such as organizational structures and processes, communication network analysis, design decision making and control systems, and organizational development, with emphasis on public sector organizations. (Area/track: O)

Com 560  Health Communication
10334  Th  4:15-7:05pm    BB 368  Fan Yang
This course provides an introductory survey of health communication research and provides a foundation for further study in more specialized health communication contexts. The course takes an ecological (i.e., multi-level, interdependent) approach to examining communication about health in contexts including interpersonal communication (e.g., patient-provider communication, family communication about health), organizational communication (e.g., communication within and between healthcare organizations, and communication on the part of healthcare organizations with stakeholders), and mediated communication (e.g., public health campaigns, direct-to-consumer advertising). (Area/track: H/O/IP)

Elective classes

COM 503  Message Design & Social Influence
8998  T  4:15-7:05pm   PC 355  Alyssa Morey
An introduction to classic and contemporary theories, models, perspectives, concepts, and empirical research pertaining to the social scientific study of persuasion. Course examines various persuasive appeals and their effects, explore cognitive, affective, and motivational processes that mediate persuasive outcomes, and discuss how persuasion theories and concepts are applied to real world topics, issues, and concerns. Critical analysis of persuasive messages aimed at individuals, groups, or large publics. (Area/track: H/P)
Com 585  Conversation Analysis  
8999  W  5:45-8:35pm  BI 152  Alan Zemel  
Examines published research in Conversation Analysis and audio and video recordings of interpersonal interaction. Develops a systematic approach to observing and analyzing interaction and discourse practices in everyday activities. Students record, transcribe, and analyze interactions. (Area/track: IP)

Com 659  New Media & Engagement  
6102  Online  Online  Online  Teresa Harrison  
New media technologies are being used to create an assortment of interactive methods for building and sustaining public engagement with organizations and institutions of all kinds. In this course, we consider the nature of interactivity itself, and its use in the development of engagement strategies across a range of types and contexts. With respect to types, we examine the creation of novel forms of new media-enabled public interactions from simple contact (e.g., “liking” as a public relations endeavor), to collective social action (e.g., political movements), “prosumer” behavior (e.g., incorporating internet users into manufacturing processes); participation (e.g., e-voting, e-petitions), and community development (e.g. civic engagement, deliberation). With respect to context, we consider business, political, and health-related new media strategies for fostering connection on an ongoing basis with constituencies. (Area/track: O/P)

Com 659  Leadership Communication  
9924  M  5:45-8:35pm  BB B7  Alan Belasen  
The focus of this course is on the exercise of leadership in organizations, and the critical role communication plays in the process of moving organizational members towards shared organizational goals. While the course spans the history of leadership studies and developments in the field, it also covers valuable concepts such as leadership vision, leading learning organizations, women’s leadership, and shaping values and culture through effective communication.

Com 659  Communication Research Methods II  
9922  MW  7:15-8:35pm  SL G12  Archana Krishnan  
This is the second course in the sequence of quantitative research method courses and will re-introduce basic concepts such as sampling techniques, measurement level, hypothesis formation, data validity and reliability, and significance testing. You will be introduced to measurement statistics such as exploratory and confirmatory factor analysis and will follow a more comprehensive approach to analysis of variance, correlation, and regression techniques including repeated measures ANOVA, linear multiple regression, and logistic regression among others. We will discuss methodological concepts in tandem with performing data analysis in class using programs such as SPSS, R and AMOS. By the end of class, you will be able to perform analytic techniques appropriate to the hypotheses or research questions at hand, interpret the statistical results, and phrase the findings in a scientific manner.

**NOTE:** Communication Research Methods II does not require COM 525 Communication Research Methods as a prerequisite. Basic methods concepts will be reviewed before introducing more advanced topics. This course can be taken in lieu of COM 525 for MA students or as a supporting elective for MA students who have already completed COM 525. For PhD students, this course counts toward the Methods requirement.
**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**  
1574  M  4:15-5:15pm  HU 022  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.*

*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