COM 378 (7378) – Studies in Public Persuasion: Leadership (MW, 5:45PM-7:05PM, Foldy)

This course is aimed at providing students with in-depth knowledge on the various leadership theories, observational studies of effective leadership, and insight into breakthroughs in Communication and Cognitive Science which are relevant to leadership. A critical examination of leadership theories and research will be undertaken. Areas of leadership covered include: (1) Management versus leadership; (2) Trait theories of leadership; (3) Behavior theories of leadership; (4) Participative leadership and delegation; (5) Power theory of leadership; (6) "Modern" theories of leadership (Charismatic, Transformational, & Transactional); (7) Leading teams, meetings and change; (8) Developing leadership skills; and (9) Ethical Leadership.

Upon completion of the course, students should have an in-depth understanding of what makes a good leader and how they can enhance their overall leadership effectiveness. Specifically, by the end of the course, students will be able to:

- Identify the strengths and weaknesses associated with the various leadership theories.
- Be able to examine individual leadership styles and identify areas for improvement.
- Critically analyze business situations and identify appropriate and inappropriate leadership behaviors and styles.
- Design and develop effective leadership training programs.
- Understand the importance of ethical leadership and social responsibility.

Prerequisites: COM 265 and junior or senior standing.

COM 378 (9413) – Studies in Public Persuasion: Nonverbal Communication (TTH, 11:45AM-1:05PM, Gould)

This course will explore some of the core concepts of nonverbal communication, and theories about the function that nonverbal communication plays in interpersonal and intercultural communication. We will look at “body language” plus the role of space (proxemics) and time (chronemics). The goal is to improve your ability to encode and decode appropriate nonverbal messages and to recognize the wide variety of nonverbal information that we encounter every day! You WILL NOT be able to receive credit for both COM 378 and COM 378Z, since COM 378Z is a writing-intensive version of COM 378.

Prerequisites: COM 265 and junior or senior standing.
COM 378 (9415) – Studies in Public Persuasion: Communication and Technology in Organizations (MW, 4:15PM-5:35PM, Bencherki)

Review of alternative perspectives on technology, communication and work. Analysis of the introduction of technology in organizations and of its impact on daily collaboration and interaction practices. Consideration of the way members negotiate and make sense of technology in organizations and in collaborative work. Prerequisites: COM 265 and junior or senior standing.

COM 378 (9513) – Studies in Public Persuasion: Introduction to Organizational Communication (MW, 2:45PM-4:05PM, Elia)

The goal of this course is to learn about the rise of the subfield of Organizational Communication. Students will explore theories and research that have been introduced to understand how communication functions within organizational settings. Case studies will also be analyzed to learn how communication can be improved. Prerequisites: COM 265 and junior or senior standing.

COM 378 (9829) – Studies in Public Persuasion: Communication in Healthcare Organizations (TTH, 10:15-11:35AM, Zhao)

This course uses a multi-disciplinary perspective to examine organizational communication processes, issues, and concepts that comprise the organization of health care, focusing on the interactions that influence the lives of patients, health professionals, and other members of health institutions. The course will help students gain greater familiarity of how health institutions function communicatively, and why the people who work in health professions interact as they do. Topics include healthcare delivery system; organizational issues such as assimilation, identity, leadership; health communication technologies and media, etc. Prerequisites: COM 265 and junior or senior standing.

COM 378 (10007) – Studies in Public Persuasion: Practicum in Organizational Communication (M, 2:45PM-5:35PM, Gould)

This course provides an opportunity for students to learn the information gathering and writing skills needed to produce content for the forms that organizations commonly use to communicate the internal and external stakeholders, including websites, e-bulletins, and organizational newsmagazines. Students will work with one or more actual client organizations. Prerequisites: COM 265 and junior or senior standing.

This course is a writing-intensive version of COM 378 (9413), Studies in Public Persuasion: Nonverbal Communication. Therefore, if you plan to take COM 378 (9413), you WILL NOT be able to take this course. You WILL NOT be able to receive credit for both COM 378 (9413) and COM 378Z (9414). Prerequisites: COM 265 and junior or senior standing.

COM 465 (4589) – Undergraduate Teaching Practicum (ARR, 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 465 (9419) – Presidential Rhetoric (TTH, 1:15PM-2:35PM, Barberich)

In the United States, the presidency has become a rhetorical institution. This seminar will explain how and why the presidency became rhetorical, the communication infrastructure of the institution, forms and genres of presidential rhetoric, and communication strategies used by the White House. Prerequisites: COM 265 and junior or senior standing.