COM 378 (7639) – Social Media and Social Change (W, 5:45PM-8:35PM, Foldy)
This course is designed to provide students with an understanding of the principles and practices of using social media to produce social change. Students will be provided with an understanding of the key concepts and conceptual frameworks in social marketing such as how to segment, influence and reach and target audiences. As part of this course, we will design programs and campaigns to develop a deeper understanding of the benefits, techniques, and trends of using social media to reach target audiences, deliver persuasive messages to effectively address social issues (e.g., public health, behavior modification).

COM 378 (7841) – Topics in Organizational Communication: Leadership (MW, 4:15PM-5:35PM, Foldy)
Organizational communication and leadership is a course 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.

COM 378 (9561) – Corporate Communication and Rhetorical Advocacy (TTH, 2:45PM-4:05PM, 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.

COM 378Z (9562) – Theories of Intercultural Communication–Writing Intensive (TTH, 5:45PM-7:05PM, Gould)
This course is a writing-intensive version of COM 371, Theories of Intercultural Communication. Therefore, if you have already taken COM 371 (or plan to take COM 371 in Spring 2013), you WILL NOT be able to take COM 378Z. You WILL NOT be able to receive credit for both COM 371 and COM 378Z.
COM 465 (4590) – Communication Campaign Practicum (MW, 5:45PM-7:05PM, Harrison/Scott)

This course is available to Seniors and Juniors. In this course, students take on the roles and responsibilities required to conceptualize and design a sustained communication campaign involving multiple messages using a variety of media. This year, the course will focus on the issue of recruiting organ and tissue donors, with a group of UAlbany staff and members of the New York State Task Force to Increase Organ and Tissue Donation serving as the client. Students work in teams to conceptualize and design the campaign. Based on a needs assessment and the establishment of campaign objectives, students propose a campaign focusing on a set of selected themes and messages. Students also engage in the design and crafting of messages and communication activities for particular media.

COM 465 (4862) – Undergraduate Teaching Practicum (Arranged, 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 585 (9872) – Conversation Analysis (M, 5:45-8:35PM, 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.

COM 625 (7299) – Mass Media Effects in Political Communication (T, 4:15-7:05PM, Seo)
Examination of selected topics in mass communication and political communication theory and research relating to the effects of mass media particularly regarding political processes, institutions, and publics.

COM 635 (1744) – Communication Campaign Strategies (MW, 5:45PM-7:05PM, Harrison/Scott)
In this course, students take on the roles and responsibilities required to conceptualize and design a sustained communication campaign involving multiple messages using a variety of media. This year, the course will focus on the issue of recruiting organ and tissue donors, with a group of UAlbany staff and members of the New York State Task Force to Increase Organ and Tissue Donation serving as the client. Students work in teams to conceptualize and design the campaign. Based on a needs assessment and the establishment of campaign objectives, students propose a campaign focusing on a set of selected themes and messages. Students also engage in the design and crafting of messages and communication activities for particular media.

COM 650 (9566) – Communication, Community and Health (T, 5:45-8:35PM, Matsaganis)
Evidence of renewed interest in the study of how the places we live in impact our health can be found across many disciplines, ranging from sociology and public health to geography and economics. This course emphasizes the contributions of communication to this line of research. Communication is an important social process through which neighborhood health effects manifest, but also a mechanism through which individuals, families, and community-based organizations and institutions can make the neighborhoods they live in and serve healthier places. In this class, students are introduced to the burgeoning multi-disciplinary literature around neighborhoods and health as well as the salient theoretical and methodological debates, but also encouraged to discuss how they, as communication researchers and professionals, can contribute to the development of community-based solutions to a variety of public health challenges.

COM 659 (1745) – Corporate Communication: Theory and Practice (M, 5:45-8:35PM, 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.

**COM 659 (8433) – Communication and Technology (TH, 4:15PM-7:05PM, Harrison)**

Considers the range of technologies that humans use to communicate, from orality to print to electronic media, with special emphasis on the complexities of computer-mediated technologies from e-mail to social media. The relationship between communication and technology is addressed from a historical/developmental perspective, several theoretical perspectives, and from within the contexts of the interpersonal, organizational, and political purposes for which technologies are used.