Spring 2019 Graduate Courses in Communication
Updated Oct. 15, 2018

Program core classes

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>CRN</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 502</td>
<td>Communication Theories &amp; Practice</td>
<td>8817</td>
<td>Th</td>
<td>5:45-8:35pm</td>
<td>Blended</td>
<td>PH 123</td>
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<td></td>
<td>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. Note: Blended/Hybrid - Asynchronous: Online course activity replaces from 30 - 79% of required face-to-face class sessions and class &quot;seat-time&quot; is reduced commensurately. Asynchronous: describes forms of education, instruction, and learning that do not occur in the same place or same time.</td>
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<tr>
<td>COM 525</td>
<td>Communication Research Methods</td>
<td>9577</td>
<td>M</td>
<td>5:45-8:35pm</td>
<td>BB 356</td>
<td>Masahiro Yamamoto</td>
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<td>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.</td>
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Substantive core classes

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<tr>
<th>Course</th>
<th>Title</th>
<th>CRN</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>COM 551</td>
<td>Theories and Research in Public Organizational Communication</td>
<td>8487</td>
<td>W</td>
<td>5-7:50pm</td>
<td>BB B03</td>
<td>Annis Golden</td>
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<td></td>
<td>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)</td>
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<td>COM 560</td>
<td>Health Communication</td>
<td>8830</td>
<td>Th</td>
<td>4:15-7:05pm</td>
<td>HU 114</td>
<td>Fan Yang</td>
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<td>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)</td>
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<tr>
<td>COM 577</td>
<td>Culture and Communication</td>
<td>9580</td>
<td>Th</td>
<td>4:45-7:35pm</td>
<td>BB B03</td>
<td>Timothy Stephen</td>
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<td>An examination of interactional and ritual practices that differentiate cultural groups, and the way cultural identities and customs manifest themselves in interactional practices. (Area/track: IP)</td>
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**Elective classes**

**COM 503  Message Design & Social Influence**  
7930  T  4:15-7:05pm  HU 114  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 580  Qualitative Research Methods**  
9977  W  5:45-8:35pm  BI 152  Rukhsana Ahmed  
The course introduces various methods used in qualitative research. It will address the historical and theoretical foundations of qualitative research methods, ethical issues in qualitative research, and survey a variety of qualitative methodologies. (Area/track: H/O/IP/P)

**COM 628  New Media & Engagement**  
9783  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 657  Leadership Communication**  
9784  M  5:45-8:35pm  BI 152  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. (Area/track: O/P)

**COM 659  Communication Technology, New Media & Health**  
9584  T  4:15-7:05p  PC 263  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)
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  
1478  M  4:15-7:05pm  HU 041  William Husson  
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

COM graduate students should contact their advisor each semester to discuss their plan of study. Once the advisor approves your plan, permission numbers to enroll will be authorized.