Courses in Communication

A Com 100
Human Communication: Language and Social Action (3)
This course offered online through the Blackboard Learning System. Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.
(1268) Husson, William
6 Week 1: May 29-July 6
Online course in Blackboard
(1346) Husson, William
6 Week 1: May 29-July 6
Online course in Blackboard

A Com 265X
Introduction to Communication Theory (3)
This course offered online through the Blackboard Learning System. Approaches to the study of human communication. Consideration of major research traditions, methods and conceptualizations in rhetoric, semiotics, interpersonal communication, organizational communication and media communication. A Com 265X is restricted to A–E grading after matriculation at Albany.
(1267) Barberich, Michael
4 Week 1: May 29-June 22
Online course in Blackboard
(1304) Barberich, Michael
4 Week 1: May 29-June 22
Online course in Blackboard

A Com 369
Theories of Organizational Communication (3)
This course offered online through the Blackboard Learning System. Theoretical models and empirical studies of communication within complex organizations. In-depth case study of one or more organizations.
(1080) Belasen, Alain
6 Week 3: July 9-August 17
Online course in Blackboard

A Com 371
Theories of Intercultural Communication (3)
This course offered online through the Blackboard Learning System.
Communication between people from different cultures and/or subcultures, including racial and ethnic groups. Focus is upon appropriate theories, concepts, research findings, and practice in intercultural settings.
(2314) Cui-Laughton, Chenda
4 Week 3: July 23-August 17
Online course in Blackboard

A Com 375
Computer-Mediated Communication (3)
This course offered online through the Blackboard Learning System.
Possibly the most important technological innovation of the latter half of the 20th century, computer-mediated communication is revolutionizing interaction in the global village. This course explores how
social life is accomplished in a variety of Internet CMC systems, including threaded email forums, instant messaging, chat rooms, videoconferencing, and World Wide Web pages.

(1305) Zemel, Alan
4 Week 1: May 29-June 22
*Online course in Blackboard*

A Com 378
Studies in Public Persuasion – Social Media: Theory and Practice (3)
*This course offered online through the Blackboard Learning System.*

This course introduces students to the theory and practice of social media and the practical application of social media skills to better understand the relationship between society and social media platforms. Students will have the opportunity to use different social media technologies to design, execute and promote user-generated communication campaigns in virtual communities and networks.

(1873) Luo, Yumeng
4 Week 2: June 25-July 20
*Online course in Blackboard*

A Com 378
Leadership Communication (3)
*This course offered online through the Blackboard Learning System.*

Leadership Communication is an advanced Communication course aimed at providing student with in-depth knowledge on the various leadership theories and insight into effective leadership practices. 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; (3) Participative leadership and delegation; (4) Dyadic theories and followership; (5) Power and influence; (6) Contingency theories of leadership; (7) “Modern” theories of leadership (Charismatic, Transformational, & Transactional); (8) Leading teams, meetings and change; (9) Developing leadership skills; and (10) Ethical Leadership.

(2317) Snack, James
4 Week 1: May 29-June 22
*Online course in Blackboard*

A Com 378 – NEW COURSE
International Communication (3)
*This course offered online through the Blackboard Learning System.*

Every day we live with (and even in) a variety of mass media such as newspaper, broadcasting, television, and the Internet. But rarely do we think about how mass media have been shaped by and reshaping our society. This course focuses on the study of international mass media and the way they operate culturally and internationally, offering a greater understanding of how and why international mass communications function as they do as well as how the media industries – and the national and supranational organizations and initiatives that influence and govern them – are specifically related to the construction of knowledge and conceptions of social justice within the cultural formation in which students live. This course invites you to think out of your cultural box and to critically consider alternatives to our “common” sense. To do so, you will be asked to reflect on your own cultural identity, how you fit within it, and in turn, how it affects you and you affect it. Integral to understanding our society and culture and its relationship to global information flows helps us better understand ourselves beyond our personal “borders” of definition.

(2224) Yang, Fan
4 Week 2: June 25-July 20
*Online course in Blackboard*

A Com 378
Introduction to Media Writing (3)
*This course offered online through the Blackboard Learning System.*

This course will introduce students to theories, techniques, and formats used in writing for a variety of communication media including news (print and broadcast), features, public relations, and advertising. The
effect of changing communication technologies on the creation of media content will be discussed as well. May be repeated for a total of 15 credits when content varies.

(2225) Williams, Amy
6 Week 3: July 9-August 17
*Online course in Blackboard*

**A Com 415**
**Persuasion and Public Relations (3)**

*This course offered online through the Blackboard Learning System.* This course combines the study of theories of persuasive communication with the practice of persuasive communication campaign. Through readings, lectures, and classroom activities, students will become acquainted with the nature of persuasion, and then apply the concepts in practical exercises. The goals are to develop an understanding of the nature of persuasion, theoretical approaches to influence, managing campaigns, measurement and research design in persuasion, free and paid communication modalities, and using mass media in public relations campaigns.

(2226) Barbeisch, Victoria
4 Week 2: June 25-July 20
*Online course in Blackboard*

**Graduate Courses**

**A Com 659**
**Communicating Globally (3)**

*This course offered online through the Blackboard Learning System.* Communicating globally is an interdisciplinary course that integrates organizational communication theories and international business perspectives. Students learn how to use the sensitivity skills and communication competencies that global managers need to achieve the goals of their organizations. Topics include the internationalization of business, global leadership, cross-cultural management, intercultural communication, decision making, negotiation styles, and ethical considerations.

(1137) Belasen, Alain
6 Week 3: July 9-August 17
*Online course in Blackboard*