

COM: Communication Courses

Courses

COM 2023 Death and Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

In this course we shall examine topics related to death. The chief focus of this class will be interpersonal communication and death. We will explore end-of-life communication in a family context. Other topics include death rituals in diverse cultural contexts, the high cost of dying in the United States, and death policy. Please be aware that some of these issues can be rather disquieting to consider and discuss. Students should consider the subject matter before deciding to enroll in this course. Meets General Education requirement in Social Sciences.

COM 2203 Communication Dynamics

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

This course provides a theoretical foundation for understanding communication in the workplace, personal relationships, and mediated environments. Students will master the basics of conflict management, listening, nonverbal communication, strategic use of language, interviewing, leadership, teamwork, and intercultural communication. The course provides a foundation for advance-level studies in communication and helps students master communication proficiencies essential to success in professional and personal life.

COM 2713 Introduction to the Communication Professions

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ENC 1101 AND ENC 1102

This introductory course exposes students to writing for communication professions such as advertising, public relations, and journalism. Students strengthen grammar and develop the writing skills necessary for specific forms of writing. Students will explore various types of writing such as newswriting, public relations writing, and advertising copy. Students will become familiar with Associated Press Style. Meets Gordon Rule Writing Requirement.

COM 3003 Integrated Advertising & Public Relations Concepts

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: COM 2713*

Three hours. Survey of advertising and public relations methods. Emphasis on preparation of advertisements, professional communication strategies and tactics, use of industry standard research methods, and communication campaigns. This course serves as the foundation for all other advertising & public relations courses.

COM 3014 Gender Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Examines the roles gender plays in managing diversity in the workplace, developing personal relationships and exploring mass media in contemporary culture. This course is designed to increase your understanding of gender as it is constructed, performed, evaluated, and negotiated through communication. Meets Multicultural Requirement.

COM 3461 Intercultural Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Explores issues related to intercultural communication processes. Considers the important role of context (social, cultural, and historical) in intercultural interactions. The goal is to develop an understanding of the process of communicating across cultural boundaries. Operates from the premise that culture is both a producer and product of communication, and, therefore, an appreciation of communication processes is an essential factor in promoting positive intercultural relations and pursuing a more just global society. Meets Multicultural Requirement.

COM 3465 Conflict Management

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

This course focuses on the management of conflict through effective communication. Hands on student learning is emphasized. The course offers the theoretical investigation of communication barriers and breakdowns in interpersonal and public settings. The areas of interpersonal, organizational, cross-cultural and moral conflicts are highlighted.

COM 3471 Fundamentals of Social Media Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: COM 2713*

This course provides students with an introduction to the history, theory, technology, and uses of social media. Social media are technologies that enable individuals to create, collaborate, share messages, and communicate with audiences of varying diversity and backgrounds. Students will consider the role of individual choice, social influence, technological influence, and how these perspectives can be seen in social media communication. Students will also explore the implications of social media for personal relationships, organizations, and culture.

COM 3905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

COM 4022 Health Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Provides an up-to-date overview of the health care industry, spotlighting communication issues in patient care, health care administration, public relations, human resources, health education, and the media. Includes coverage of diverse cultures and ethical considerations. A highly interdisciplinary course useful for students considering any type of career in the health care industry. Offered concurrently with COM 5025; graduate students will be assigned additional work.

COM 4103 Leadership Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Promotes leadership development through study of leadership theory and concepts and practical application of leadership laboratory experience. Based on a servant leader philosophy, focuses on building leadership competencies in interpersonal communication, public presentations, team building, working in multicultural environments, mentoring, problem solving and influence strategies used in interpersonal and public forums to bring about community and organizational change. Leadership skill-building opportunity to all participants. Credit may not be received in both COM 4103 and COM 4103C.

COM 4110 Business and Professional Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: SPC 3301

Practical understanding of communication practices affecting the workplace. Emphasis on managing work relationships, listening, organizational interviews, professional presentations, communication technologies and multi-cultural diversity.

COM 4120 Organizational Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Examines the dynamics of communicating within organizations and with stakeholders. Students analyze case studies of actual organizations and build skills related to teamwork, motivation, morale-building, leadership, decision-making, and more.

COM 4242 Communication and Christianity

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

This course introduces students to the role of Christianity in the Communication discipline. The goal of the course is to familiarize students with the historical, political, social and intellectual intersections of Christian thought and Communication theory. The readings, lectures and assignments will introduce students to the relationship between theological disputes, the development of rhetorical theory, the study of argumentation, and philosophical inquiry. Meets Multicultural Requirement.

COM 4250 Strategic Communication for the Sciences

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ENC 1102

This course presents students with the knowledge, strategies and tactics for effectively communicating STEM research and emerging issues to a general or mass audience. The course explores the opportunities and constraints of varying media outlets and the social, cultural and political challenges of science communication.

COM 4301 Applied Communication Research

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Applied Communication Research details the rationale and types of methods and research conducted in the converged communication industry. This course will cover methods of qualitative research methods and quantitative research methods commonly used in communication. Students will learn how industry research methods inform communication strategies and organizational development.

COM 4484 Rhetoric of Popular Trials

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

This course will explore how legal trials that capture the public consciousness reveal much about communication theory and rhetorical practice. Students will study popular trials - for example, the Scottsboro Nine Trials, the Sacco and Vanzetti Trial, the O.J. Simpson Trial, and the Patty Hearst Trial - and read scholarly analysis of the trials and public discourse surrounding them. Students can expect to learn more about legal advocacy, jury decision-making, and the relationship between public belief and legal judgment.

COM 4561 Social Media Content Development

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: COM 2713

The emphasis of this course is on the production of professional communication for organizational social media accounts. Students will analyze each social media platform for communication effectiveness and identify the message, voice, and customer service opportunities. Students will gain the skills needed to produce each aspect of social media communication including messages, graphics, profile content, and videos.

COM 4564 Social Media Management

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: COM 3003

This course explores the day-to-day operations of a social media communication team. Students will learn how to create overarching strategies, content calendars, obtain and interpret social media analytics, and be able to write metric reports for senior management. Additional time will be spent on budgeting, workflow procedures, working cross-departmentally, and managing special initiatives.

COM 4620 Communication Ethics

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Guides students in examining ethical considerations in business and public life. Includes diverse ethical perspectives, critical methods of analysis, and greater awareness of the role ethics plays in everyday life.

COM 4905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

COM 4940 Internship in Communication

Col of Arts, Soc Sci and Human, Department of Communication

1-3 sh (may be repeated for up to 6 sh of credit)

Supervised field practicum in a communication-related position, to include advertising, broadcast and print journalism, telecommunications and film, organizational communication and public relations. Senior standing and a 2.7 overall GPA is required. Graded on a Satisfactory / Unsatisfactory basis only. Permission is required.

COM 4941 Practicum: Sports Agency

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: COM 2713

This course will provide students a hands-on, high-impact learning experience centered on working with UWF Athletics Media Relations and Athletics Marketing to complete those departments' missions. Students will have the opportunity to build a professional portfolio and/or highlight reel by contributing in the areas of broadcast, marketing, game-day operations, statistical data entry, public relations, graphic design, social media, and writing.

COM 4950 Strategic Communication Campaigns

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ((COM 3003 AND COM 4301 AND COM 4561)) AND (PUR 3100 OR (ADV 3101 AND ADV 3300)); Completion of 75 hours of college course work is required prior to taking this course.

This course serves as the capstone experience for students in the advertising, public relations, and social media specialization. The course provides students with a high-level, applied experience developing a strategic communication campaign for a real client. Working in teams, students will apply public relations and advertising skills and knowledge to prepare all elements of an industry-level campaign plan, including development and implementation of primary and secondary research, strategic planning, forecasting, public relations writing, media planning, copy writing, and advertising creative development. This advanced course requires application of public relations and advertising theory and practice, industry research methods, and writing. Completion of 75 hours of college course work is required prior to taking this course.

COM 5005 Introduction to Graduate Studies in Communication

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may not be repeated for credit)

Designed to introduce graduate students to critical elements of graduate studies in communication. Central topics include mastering the basics of APA style, honing analytic writing skills related to the study of communication, instructional resources, academic integrity issues unique to communication, and the history of the communication discipline.

COM 5025 Health Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Provides an up-to-date overview of the health care industry, spotlighting communication issues in patient care, health care administration, public relations, human resources, health education and the media. Includes coverage of diverse cultures and ethical considerations. A highly interdisciplinary course useful for students considering any type of career in the health care industry. Offered concurrently with COM 4022; graduate students will be assigned additional work. Graduate standing is required.

COM 5146 Fundraising Communication

Col of Arts, Soc Sci and Human, Department of Communication

1.5-3 sh (may be repeated for up to 3 sh of credit)

Fundraising Communication introduces students to the practice of fundraising from a public relations perspective. Students will have the opportunity to demonstrate mastery of relevant skills worthy of a professional fundraising campaign by developing their own fundraising pitch, using case studies from industry professionals and applying those skills in real-world contexts.

COM 5206 Communication Training

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prepares students to design and conduct communication skills training for professionals. Emphasizes adult learning, conducting needs assessments, establishing training objectives, using communication technology and evaluating training efforts. Involves a hands-on student learning project in which students conduct needs assessments and present two-hour workshops for local professional organizations. Other majors must confer with instructor regarding comparable prerequisites. Offered Fall of every other year.

COM 5527 Communication Agency

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may not be repeated for credit)

Guides students through the development and implementation of a series of strategic and organizational communication projects utilizing an "agency-style" team based format. Permission is required.

COM 5905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

COM 5933 Special Topics in Communication

Col of Arts, Soc Sci and Human, Department of Communication

1.5-3 sh (may be repeated for up to 9 sh of credit)

Designed to provide students with specialized knowledge in a particular field of communication such as organizational communication, media criticism, rhetorical criticism, or visual communication.

COM 6024 Emerging Topics in Health Communication

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may be repeated for up to 3 sh of credit)

Highlights how communication issues in health care are interwoven with community well-being, civic life, professional development, and opportunities for collaboration and mutual gain. Topics may include health care reform, leadership in health care settings, patient and family satisfaction, privacy issues, and burnout among health professionals. Utilizes current research, theoretical foundations, and local health care experts to explore relevant and emerging issues. Uses health care case studies to develop effective leadership and strategic communication strategies.

COM 6207 Advanced Communication Leadership

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Based on a hands-on leadership project informed by the study of leadership communication theory, research, and case studies. Emphasis is on developing communication skills, strategy, and awareness to enhance leaders' effectiveness. Permission is required.

COM 6210 Emerging Topics in Organizational Communication

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may be repeated for up to 3 sh of credit)

Explores current communication issues and challenges facing today's organizations. Emphasizes the development of strategies to address these issues through case studies, course readings, and by studying the communication challenges of actual organizations.

COM 6236 Advanced Crisis Communication

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may be repeated for up to 3 sh of credit)

This course focuses on the role of communication in preventing and responding to crises relevant to organizations. It is especially relevant to health-related crisis, but has implications for all types of organizations. Students will learn how to create crisis communication plans and respond effectively to emerging crises. The course emphasizes the practical application of crisis communication theories, strategies, and tactics when developing and implementing crisis communication plans.

COM 6312 Advanced Communication Research Methods

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

This course addresses the philosophy of scientific research including the origins, nature, and effects of communication processes. Focuses on both theoretical and applied research. Primary emphasis is on quantitative investigation and applied research. Primary emphasis is on qualitative investigation with some consideration of qualitative methods. Focus is on achieving a solid understanding of the strengths and weaknesses of different methodological approaches (i.e., experiments vs. surveys vs. interviews) in order to determine the most effective methods for research questions or hypotheses. Students are expected to have completed at least one introductory college level statistics course preceding enrollment in this course.

COM 6401 Communication Theory

Col of Arts, Soc Sci and Human, Department of Communication

1.5-3 sh (may be repeated for up to 3 sh of credit)

Examines the process of theory creation, development, application, and evaluation. Theories focus on human decision making, organizational communication, and industry best practices. Oriented toward professional application.

COM 6525 Strategic Communication

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Provides a conceptual framework for strategic communication, sharpens analytical and critical thinking, and provides a unifying function for the Strategic Communication & Leadership Program. Addresses all aspects of the development and execution of communication programs. Offers "real world" experience through the analysis of case studies. Case studies and coursework will be drawn from the profit, non-profit, product, and service sectors. Particular attention will be paid to sociopsychological, legal, and ethical issues as they relate to the decision-making process.

COM 6565 Social Media for Public Relations and Advertising

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

This course provides advance-level instruction in the creation and analysis of social media content as it relates to public relations and advertising. Students will create social media campaigns informed by the latest research and best practices.

COM 6905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

COM 6930 Capstone Project

Col of Arts, Soc Sci and Human, Department of Communication

1.5-3 sh (may be repeated for up to 12 sh of credit)

This course incorporates an advanced research project for a corporate or organizational client. Working with a client, students will identify a problem for study, perform an extensive review of issues related to the project, gather and analyze qualitative and/or quantitative data, and write an extensive report, including a summary and recommendations based on the study. Students may enroll in the course more than once, and are required to continue enrolling in it until their project is complete. A minimum of 3sh is required for the M.A. degree. Graded on a satisfactory/unsatisfactory basis only. Permission is required.