

Course Descriptions

Undergraduate Communications Courses 48 Hours

COMM 1370 Communication Studies An introductory survey of the field. Includes major methodologies and theories as well as an historical perspective. Career options also are explored. Majors should complete this course during their freshman year.

COMM 1307 Mass Communication This course focuses upon the nature of electronic information processes and their impact upon the emerging global culture. Introduces the concept of psychological/mythic meaning in media and facilitates the reading of film and television images on both semiotic and symbolic levels. Majors should complete this course during their freshman year.

COMM 1373 Media Writing Covers all styles of writing for A/V, audio, television, film documentary, advertising, news, etc. Majors should enroll in this course in the semester immediately following successful completion of ENGL 1301. Prerequisite: ENGL 1301 with 'C' or better.

COMM 1318 Interpersonal Communication Principles and practices of interpersonal communication in various settings. Majors should complete this course during their freshman year.

COMM 4390 Communication Theory An in-depth look at the dominant theories used in the study of human communication. Departmental capstone course. Prerequisite: Junior standing or approval of instructor.

COMM 2373 Advanced Public Speaking An in-depth study in the principles and practices of public presentations. Recommended for Majors emphasizing teacher education. Prerequisite: COMM 1315 or participation in high school UIL speech events.

COMM 3340 Interviewing Theory and practice in the several types of interviews current in the United States including information, employment and persuasive.

COMM 4310 Communication Law & Ethics An introduction to the legal issues surrounding and affecting communication. Focus is upon Constitutional Bill of Rights ,conflicts which generate such issues as libel, privacy, fair trial/free press, obscenity, copyright, etc. Prerequisite: Junior standing or approval of instructor.

COMM 3378 Pop Culture Theories An introduction to popular culture-based theories with an emphasis on all forms of media.

COMM 4340 Organizational Communication An in-depth study of the dominant theories, principles and practices of communication within the organization through an examination of recent qualitative and quantitative research. Departmental capstone course. Prerequisite: COMM 1318 Senior standing or approval of instructor.

COMM 2362 Public Relations Theory principles and practice in public relations.

COMM 3361 Desktop Publishing Focuses on the use of computer technology to set type, design pages, and create camera-ready copy for newsletters, brochure, advertisements, and other publications. Prerequisite: COMM 1373 or approval of instructor.

COMM 3390 Conflict Management & Small Group Communication Theory and practice of small group communication and conflict management processes. Emphasis in leadership, conflict management, group problem solving, productivity, and conference planning in corporate and public settings. Prerequisite: COMM 1318, Sophomore standing or approval of instructor.

COMM 4350 Human Resource Interviewing A study of theory, principles and practices of corporate interviewing, including employment, appraisal, correction and negotiation interviews. Prerequisite: COMM 1318, 1373, 3340, Junior standing or approval of instructor.

COMM 2311 News Gathering & Writing A basic course in gathering material and writing news stories for publication. Proficiency in typewriting is required. Prerequisite: COMM 1373 or approval of instructor.

COMM 4370 Issues Management Seminar An in-depth examination of current theory and practice in corporate issues management. Prerequisite: COMM 3360, 4310 or 4383, Junior standing or approval of instructor.

COMM 2371 Advertising Principals & Practices An overview of the field of advertising, examines the economic, social, legal, ethical and creative nature of advertising. Prerequisite: COMM 1373 or approval of instructor Offered: Fall