COMMUNICATION (CO)

CO-COL   Colloquium in Communication   **Credits: 1**
Term Offered: Spring Term
Course Type(s): None
Department faculty will present their areas of research and graduate courses they teach. Students network with other students, professors, and speakers from various branches of the field of communication. Graduating students present their research in this forum. This is a pass/fail course.

CO-CPE   Communication Comprehensive Exam   **Credits: None**
Term Offered: All Terms
Course Type(s): None
Communication Comprehensive Exam This is a pass/fail course.

CO-501   Communication Theories for Professional Life   **Credits: 3**
Term Offered: All Terms
Course Type(s): EN.RW
Introduces foundational ideas in the fields of human and mass communication and the ways scholars have developed these through research. Highlights theories that apply to public service communication(social responsibility, relationship building, etc.). Students learn to write literature review exploring recognized branch of theory.

CO-502   Research Methods for Professional Life   **Credits: 3**
Term Offered: All Terms
Course Type(s): None
Introduces commonly employed quantitative and qualitative research techniques in communication as well as research ethics. Students learn to design a research project, conduct a pilot study, and write a formal proposal. Research for the public good will be emphasized.

CO-503   Graduate Foundations in Communication   **Credits: 3**
Term Offered: All Terms
Course Type(s): None
Introduces new students to the field of communication, its history, branches and disciplines, emphasizing communication for the public good. Assists students in meeting demands of graduate study, using research resources, and understanding departmental policies. Establishes public service objectives of the program. Introduces options for final thesis or project. Students create a plan of study to guide future course and project selections.

CO-504   Principles of Public Relations   **Credits: 3**
Term Offered: All Terms
Course Type(s): None
Explores the theoretical foundations and principles that encompass the field and practice of public relations. In addition to surveying relevant public relations communication theories, students will develop core competency skills in the creation and execution of strategies and tactics that encompass comprehensive public relations campaigns.

CO-507   Organizational Communication   **Credits: 3**
Term Offered: Spring Term
Course Type(s): None
The study of the role and impact of communication in contemporary organizations and a survey of contemporary organizational research. Examination of how an organization's structure, management philosophy, and internal culture impact the flow of information, productivity, and goal achievement of the organization and its members and clients. Study of the communication processes in business, medical, educational, and nonprofit organizations.

CO-508   Presentational Communication: Design and Delivery   **Credits: 3**
Term Offered: All Terms
Course Type(s): TPS
A survey of the rhetorical principles that provide a basis for the production and analysis of effective oral presentation and impression management. Speech writing and delivery of persuasive presentations with a particular emphasis on presentational technologies. Preparation for a variety of public communication challenges are studied, and student presentation skills are honed in practice sessions.

CO-509   Communication, Culture, and Community   **Credits: 3**
Term Offered: All Terms
Course Type(s): TPS
Fosters an understanding of community as a communication concept and explores the performance of community roles through civic engagement and democratic participation. Students will explore the nature of community, the impact of institutions in everyday life, the consequences of individual, social, and global privilege, and the role of personal responsibility in communities. Students test the possibilities and problems of contemporary forms of community through a community-based service project.

CO-510   Global Communication and Public Relations   **Credits: 3**
Term Offered: Fall Term
Course Type(s): None
A critical analysis of globalization and global communication theory, research, and other selected theoretical concepts as they apply to international communication, media and public relations. Global communication will be portrayed from various theoretical perspectives, and this class will examine major trends and stakeholders. Global communication will be examined from historical, cultural, economic, public policy, journalism and media, new technology, communication industry, and public relations perspectives. Particular emphasis will be on the growing field of scholarly literature in the area of global public relations.

CO-511   Integrated Digital Marketing and Public Relations   **Credits: 3**
Term Offered: Summer Term
Course Type(s): None
Through case study analysis, practical assignments, and examination of key public relations and marketing research studies, this seminar type class provides students with an intensive study of the strategic application of integrated digital and social communication tactics as they relate to the fields and practice of public relations and marketing. Through the strategic development of digital integrated communication plans, students will gain an increased understanding of how to engage clients and build online communities, identify influences, establish thought leadership and apply digital marketing techniques.

CO-512   Intercultural Communication and Diversity Management
                                                          Credits: 3
Term Offered: Spring Term
Course Type(s): TPS
An examination of the cultural nature of communication and the dynamics of face-to-face interaction between persons from diverse cultures and co-cultures. Examining the challenge of managing a diverse organizational workforce in a multicultural society and methods to increase organization members' intercultural communication competence.

CO-514   Conflict Management and Negotiation   **Credits: 3**
Term Offered: Spring Term
Course Type(s): TPS
Theory and research on the nature, causes, and resolution of interpersonal, group, and organizational conflict. A comprehensive examination of conflict styles, techniques, and methods of resolution of conflicts. Emphasis is placed on information sharing, effective listening, problem solving, mediation, and negotiation as tools for conflict management.

CO-516   Public Relations and Fundraising for Nonprofits   **Credits: 3**
Term Offered: Spring Term
Course Type(s): TPS
Through case study analysis, practical assignments, and examination of key public relations theories, this course provides an understanding of the important role that public relations plays in furthering the mission and goals of nonprofit and non-government organizations (NGOs). Instruction focuses on using effective public relations techniques to gain support from different constituencies.

CO-520   Communication Ethics   **Credits: 3**
Term Offered: Spring Term
Course Type(s): None
Communication ethics is the study of the principles that govern the conduct of private and public communication in the pursuit of the personal and common good. Provides an introduction to communication ethics through the writings of important ancient and contemporary scholars.

CO-525   Political Communication   **Credits: 3**
Term Offered: Spring Term
Course Type(s): None
The study of traditional and contemporary theories of rhetoric as applied in research and analysis of political campaigns. The rhetorical creation, maintenance, application, and legitimization of symbolic power. A survey of analytic models of political communication and application of the models to case studies. The role of the political communication specialist. Practicum in political communication strategies and techniques.

CO-526   Advanced PR Strategy for Digital Age   **Credits: 3**
Term Offered: Spring Term
Course Type(s): None
This course has a primary focus on how PR is changing with the advancements in digital technology, including AI. The course will teach students how to work with these advancements to create an effective PR strategy, using best practices in media relations, strategic development, and planning. Students will learn the essential tools to become strategic thinkers in a digital age.

CO-527   Crisis Communication   **Credits: 3**
Course Type(s): None
Advanced public relations theory and practices dealing with management of organizational crisis and issues. The process of research, analysis, planning, and implementation of crisis management will be explored. The role of the public relations professional in the development of crisis communication strategies and tactics will be examined. Control of crisis, rumor, public perception, corporate image, and reputation will be emphasized. Case studies, simulations, group exercises, and projects will be used to develop skills in crisis and issues management.

CO-540   Organizational Training and Consulting   **Credits: 3**
Term Offered: Spring Term
Course Type(s): None
A survey of adult-learning theory, needs assessment, training techniques, and evaluation as applied to communication training. Planning and implementing training programs that serve real organizational needs. The role and ethical standards of the communication professional serving as a communication specialist or counsel to an organization. The completion of a practicum project in training or development.

CO-561   Message Construction: Audio, Video and Web   **Credits: 3**
Course Type(s): None
How do we create engaging, media-rich content for mobile, tablet and desktop users in professional settings? This class explores the technical, aesthetic and critical tools needed to create professional audio, video and images for online visual communication. Real-world projects that related to the student's field of interest are implemented throughout the course to craft and refine skills in message construction.

CO-562   Interactive Media Theory   **Credits: 3**
Term Offered: Summer Term
Course Type(s): IM
This seminar examines recently possible technologies as a measure for understanding social values, cultural directions, market trends, and imagined horizons. Students respond and discuss readings and screenings that explore but are not limited to: Immersive technologies, artificial intelligence and automation, expansion of digital platforms, globalization, data science, visualization, internet-of-things, cybersecurity, digital fabrication, applied networks, robotics, and digital citizenship.

CO-563   Interactive Digital Media Studio   **Credits: 3**
Term Offered: All Terms
Course Type(s): IM, TPS
Explores the design and production cycles of recent technology tools and platforms for visual and computational communication and focuses on aesthetic and technical processes. Students prototype interactive-based projects and campaigns. Current technologies include time-based media production, ubiquitous computation, user experience and user-centered design, social media integration, working in development teams, voice and gesture recognition, interface and control, immersion, augmented and virtual reality, geolocation applications, crowd sourcing, and tools for social change.

CO-564   Community-Based Digital Projects   **Credits: 3**
Term Offered: Fall Term
Course Type(s): TPS
In this practicum course, students research alongside faculty to solve real-world challenges by understanding innovation via feasibility, desirability, and viability. Real world clients and stakeholders present project challenges to the practicum research team in briefings. The research team assesses scope, playtests prototype solutions, prepares specifications, and offers addressable implementations to clients.

CO-565   Special Event Planning and Promotion   **Credits: 3**
Term Offered: All Terms
Course Type(s): None
Many organizations use events as a public relations strategy to build and maintain relationships with key stakeholders. Through case study analysis, practical assignments, and examination of key public relations theories, this course introduces students to successful event planning and promotion. Emphasis is on creating, organizing, identifying sponsors, publicizing and implementing special events.

CO-584   Leadership Communication   **Credits: 3**
Course Type(s): None
The theory, research, and practice of leadership from a communication perspective. The examination of research on leadership concepts and theories in organizational, group. and public contexts is interdisciplinary in scope. Students will analyze their personal leadership styles, critique historic and contemporary models, examine and develop leadership communication skills through team projects, class exercises, and research.

CO-592   Interactive Storytelling with Data   **Credits: 3**
Term Offered: All Terms
Course Type(s): CORTP, IM, TPS
Designed to introduce students to the world of data journalism and teach them to tell interactive stories using raw data. We will start from asking what is data journalism and how we find stories in the data. Students will learn how to acquire data from the web, normalize the data into databases and finally use software to tell engaging, interactive stories with collected data. Students will also learn how to collect data from traditional sources that aren't necessarily found online. Students are expected to complete a data-driven journalism project as part of the course. Also offered as a undergraduate course, CO-492. Also listed as DS-525.

CO-595   Graduate Internship in Communication   **Credits: 3**
Term Offered: All Terms
Course Type(s): None
Designed for students with less than one-year professional experience. Supervised practical work experience with media outlets, advertising and promotion agencies, public relations firms, film companies, etc. Involves cooperative efforts of departmental faculty and employers. Exposure to current and innovative techniques in research, management, and creative activities while offering practical experience. Instructor consent is required to take this course.

CO-598   Special Topics in Communication   **Credits: 1-3**
Term Offered: All Terms
Course Type(s): None
Subject matter varies with the interests of the students and the professor. Intensive study of such topics in communication processes as gender relations, small group communication and decision making, leadership communication, film and video criticism, telecommunication technology, and legal communication. If a prerequisite is required it will be announced in the course schedule.

CO-599   Independent Study in Communication   **Credits: 3**
Term Offered: All Terms
Course Type(s): None
Guided research in selected topics in Communication. Prior permission of the directing professor and department chair is required to take this course.

CO-691   Communication Thesis Proposal   **Credits: 3**
Prerequisite(s): CO-501, CO-502, and completion of nine graduate level communication credits (or approved equivalent), and permission of the faculty thesis advisor
Term Offered: All Terms
Course Type(s): None
A two-semester sequence of an independent research study in consultation with a faculty thesis advisor. In this first semester, the student will select an area of communication research and develop a thesis proposal. The completed ten to fifteen page proposal will include a research question or hypothesis, rationale for study, literature review, methodology, and (if applicable) approval from the Institutional Review Board for research involving human participants.

CO-692   Communication Thesis   **Credits: 3**
Prerequisite(s): CO-691
Term Offered: Spring Term
Course Type(s): None
A two-semester sequence of an independent research study in consultation with a faculty thesis advisor. In the second semester, the student will complete work to execute the thesis proposal from CO-691. In consultation with the faculty thesis advisor, two additional thesis readers will be assigned. Those readers and thesis advisor comprise a faculty thesis committee. The completed thesis of no less than twenty-five pages will include: a research question or hypothesis, rational for study, literature review, methodology, results, discussion, conclusion, complete bibliography, and appropriate appendices. If a student required an IRB approval for human subjects research, this documentation must be a part of the appendices. Upon completion of the study, the student is required to defend the thesis before a faculty committee and to make a presentation in the CO-503 Graduate Foundations in Communication class.

CO-693   Communication Project Proposal   **Credits: 3**
Prerequisite(s): CO-501, CO-502, and completion of nine graduate level communication credits
Term Offered: All Terms
Course Type(s): None
A two-semester sequence of an independent professional project in consultation with a faculty project advisor. In the first semester, the student will review relevant trade and scholarly literature and conduct research leading to the development of a project proposal. The student must receive approval of the project advisor based on a demonstration of his or her pre-existing competence with media message construction.

CO-694   Communication Project   **Credits: 3**
Prerequisite(s): CO-693 and permission of the faculty project advisor
Term Offered: All Terms
Course Type(s): None
A two-semester sequence of an independent professional project in consultation with a faculty project advisor. In the second semester the student will complete work to execute the project proposal from CO-693. The project requires the production and execution of a professional-quality media message of significant length and value for a public service organization as well as a well-researched paper documenting and justifying the process. Upon completion of the project, the student is required to defend the project before a faculty committee and to make a presentation in CO-COL, Graduate Colloquium.

CO-695   Interactive Digital Media Thesis Project   **Credits: 3**
Prerequisite(s): Completion of 15 graduate level communication credits.
Term Offered: Spring Term
Course Type(s): None
Students will review relevant industry, scholarly, and market literature and conduct precedent research leading to the development of prototypes for an innovative product or service. Students will develop and implement a highly considered and designed product or service as a market-ready, functional prototype. Working with targeted stakeholders and incubation mentors, the student will create specifications and hone the project scope of the project prototype for public release. The student will develop a business plan for wider release, acceleration, or further incubation of the project after the completion of this Masters thesis course.