

# Communication (COMM)

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## Courses

### **COMM 102. Introduction to Communication. 3 Credits.**

Communication is the means by which individuals learn about themselves and the world around them. This course is an introduction to Communication, which emphasizes the understanding of messages in various settings, including interpersonal, small group, organizational, and mass communication. Such topics as the interplay between American society and mass media are discussed.

Fall and Spring.

### **COMM 133. Fundamentals of Public Address. 3 Credits.**

Examination of the principles of oral message preparation and presentation. Students will prepare and present actual public communications.

Fall and Spring.

### **COMM 166. Fundamentals of Interpersonal Communication. 3 Credits.**

Principles of personal interaction as a basis of communication: role of communication in interpersonal relationships; role of identity and self-concept in communication behavior; significance of information reception and evaluation in the effectiveness of communication.

Fall and Spring.

### **COMM 185. Business and Media Writing. 3 Credits.**

Business and Media Writing teaches students basic business and media writing skills; resumes, business proposals, memos, reports, press releases, fact sheets, and electronic communications.

Fall and Spring.

### **COMM 198. First Year Seminar. 3 Credits.**

First Year Seminar, topics vary.

Reserved for New Incoming Freshman.

### **COMM 205. Elements of Media. 3 Credits.**

Exploring contemporary commercial media; analyzing the business and creative forces behind motion pictures, television, radio and new media; examining regulatory and ethical issues; identifying visual components of persuasive media and the communication strategies involved.

Fall and Spring.

### **COMM 237. Small Group Communication. 3 Credits.**

The role communication plays in small group processes; focuses on development of the special communication skills needed in the small group setting.

Fall and Spring.

### **COMM 290. Communication Problems and Research Methods. 3 Credits.**

This course provides students with the necessary critical thinking and research skills to excel in the upper level communication curriculum. The course focuses on creating an understanding of the scientific method and learning how to properly investigate communication problems. Issues covered include how to conduct background research, interview sources, create surveys, conduct focus groups and interpret research results.

P: none; REC: one prior comm cse.

Fall and Spring.

### **COMM 298. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

### **COMM 299. Travel Course. 1-6 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.

### **COMM 301. How to Create Great Social Media Content. 3 Credits.**

This course provides an overview of how to create great social media content. It will focus on: 1) understanding the basics of social media strategy, 2) learning how to craft great content, 3) analyzing content prior to launch, 4) successfully launching your content and 5) evaluating social media results. Course is repeatable for credit; may be taken 2 times for a total of 6 credits.

P: None. REC: Junior Standing

Fall and Spring.

**COMM 302. News Reporting and Writing. 3 Credits.**

Researching, interviewing and writing various news stories for print and electronic media, with an emphasis on accuracy, fairness, objectivity, and ethics.  
P: at least 15 credits of core supporting courses in Communication  
Fall Only.

**COMM 304. Sports, Media, and Society. 3 Credits.**

Sports are a massive part of our personal, social, and professional lives. This course navigates the often complex web of connections, issues, and relationships that characterize our relationship with sports, with a particular focus on communication and media-based issues. We will discuss the nature of fandom, the mythology of sports and how media professionals cover these issues. The course will also take a deeper look at special topics in sports, including the performance of race and gender in sports, the connection between sports and nationalism, and how we use sports as communication shorthand. This course is intended to develop your media literacy and critical thinking skills, as well as a keen appreciation of the aspects of sports that, while not often discussed in the mainstream, are vital to any professional involvement in sports education.  
P: At least 15 credits in COMP SCI, INFO SCI or COMM  
Fall Only.

**COMM 305. Principles of Public Relations/Corporate Communications. 3 Credits.**

An overview of topics, issues, concepts, and practices of public relations/corporate communications; individual and group case work.  
P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 306. Radio Broadcasting. 3 Credits.**

Commercial and non-commercial radio as a communications medium and as a business enterprise: radio audiences, audience ratings, programming and program formats, news, advertising, promotion and sales.  
P: at least 15 credits of core supporting courses in Communication  
Spring.

**COMM 307. Video Production. 3 Credits.**

Exploration of various uses of television as an informative, persuasive, and entertainment medium. Combines analysis of current uses of the medium in a professional context with practical experience in planning and producing a finished product for television.  
P: at least 15 credits of supporting core courses in Communication  
Fall and Spring.

**COMM 308. Information Technologies. 3 Credits.**

A survey of information technologies, their operations and limitations, and how the major electronic technologies are changing and affecting both the workplace and the household.  
P: 15 credits of Comp Sci, Info Sci or Comm  
Fall and Spring.

**COMM 309. Mass Media Advertising. 3 Credits.**

TV/media/Internet advertising as a unique form of communication. Through the use of both individual and team/group projects, the demands and rigors of the strategic creative process are revealed. Legal, ethical and Internet considerations are also discussed.  
P: at least 15 credits of core supporting courses in Communication  
Fall Only.

**COMM 333. Persuasion and Argumentation. 3 Credits.**

Awareness, appreciation, understanding, and skill in contemporary forms and methods of oral persuasion and argumentation.  
P: at least 15 credits of supporting core courses in Communication  
Spring.

**COMM 335. Organizational Communication. 3 Credits.**

Communication in the modern organization: communication variables in the context of organizational theory; development of a systems perspective regarding functions, structures and levels of communication in the organization; use of evaluation tools and training strategies.  
P: at least 15 credits of core supporting courses in Communication  
Fall Only.

**COMM 336. Theories of the Interview. 3 Credits.**

Basic theory behind conducting effective interviews. Specific types of interviews are discussed, such as selection, counseling, exit, discipline, appraisal, mass media and research interviews, from both the interviewer's and the interviewee's perspective.  
P: at least 15 credits of core supporting courses in Communication  
Fall Only.

**COMM 340. Mediation and Conflict Resolution. 3 Credits.**

The student and practice of alternative dispute resolution strategies. Mediation is emphasized as the primary third-party conflict intervention strategy. Students are certified as basic mediators.  
P: at least 15 credits of core supporting courses in Communication  
Fall Only.

**COMM 366. Media Planning and Selling. 3 Credits.**

This course examines the processes used in connecting advertisers' messages with their target audiences. Through lecture, readings, and two case studies, students prepare and present a comprehensive media plan and a media sales package. Traditional media channels (e.g., newspapers, TV) and new media (e.g. the Internet) are included.

P: at least 15 credits of core supporting courses in Communication  
Spring.

**COMM 370. Health Communication Campaigns and Strategies. 3 Credits.**

We will focus on communication research and theory as it relates to health communication campaigns. This is a useful class for students who are interested in understanding how communication campaigns are planned, implemented, and evaluated. This course is targeted at students that want to study a growing area in applied communication studies, or who are considering a career in the health care field. This course focuses on the important role communication plays in the delivery of effective health campaign messages.

P: at least 15 credits of core supporting courses in Communication  
Fall Only.

**COMM 375. Communication Skills: Language of Metaphor. 3 Credits.**

Examines metaphors and the metaphoric process and seeks to develop skills in creating and understanding metaphors, especially those that have become an unconscious part of our language and culture.

P: none; REC: Gen Ed req in Arts & Humanities.  
Spring.

**COMM 378. Advanced Video Production. 3 Credits.**

This course focuses on advanced video production and editing techniques, with a specific focus on documentary storytelling and hands-on video experience outside of a studio setting. Students should complete COMM 307 before enrolling in this course.

P: at least 15 credits of supporting core courses in Communication  
Fall and Spring.

**COMM 380. Communication Law. 3 Credits.**

Freedom of the press and broadcast media, problems of gag orders, contempt, privacy, censorship, libel and slander. Overview of copyright law, the Federal Communications Act and other laws affecting communication.

P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 382. Public Relations Campaigns. 3 Credits.**

This course provides students with professional preparation for the writing required for a public relations career. Students will learn strategies for creating, delivering, and evaluating the many different types of P.R. writing, including social media, news releases, media kits, PSAs, magazine queries, newsletters, pitches and backgrounders.

P: at least 15 credits of core supporting courses in Communication, COMM 305  
Spring.

**COMM 390. Sports Writing, Promotion, and Public Relations. 3 Credits.**

This course is one of the practical components of the Sports Communication emphasis in the UWGB Communication department and is aimed at helping you develop hands-on skills in the promotion, media, and public relations branches of sports communication. In this class you will learn about the unique challenges of strategic communication in sport, from the organizational requirements of different sports communication outlets to the demands of marketing and public relations in the field as well as how to write interviews and other stories for sports media. You will also develop examples of different forms of strategic sports communication to add to your portfolio or demo reel.

P: 15 credits of Comp Sci, Info Sci or Comm  
Spring.

**COMM 396. Advanced Reporting. 3 Credits.**

Development of advanced-level reporting, interviewing, writing, and editing of investigative stories, in-depth articles, and copy for the new world of online journalism.

P: at least 15 credits of core supporting courses in Communication, COMM 302  
Spring.

**COMM 425. Digital Journalism. 3 Credits.**

Development of advanced-level reporting, conceptualizing, writing and editing news stories suited for the digital journalism world.

P: at least 15 credits of core supporting courses in Communication, COMM 302  
Spring.

**COMM 430. Information, Media and Society. 3 Credits.**

The role of information in society, including interpersonal, mass, and institutional sources, in producing a range of effects on individuals, groups, and society as a whole; critical examination of the changing information environment in legal, economic, political, and social contexts.

P: at least 15 credits of core supporting courses in Communication or declared student in Information Sciences.  
Fall and Spring.

**COMM 440. Service Learning in Conflict Resolution. 3 Credits.**

This course is designed to meet the upper-level requirement of the Communication emphasis in Conflict Resolution or the Culminating Application Experience requirement of the Peacebuilding and Conflict Resolution Certificate Program. The course integrates the students' prior learning in alternative dispute resolution to applied settings. Students will participate in applied experiences in selected public or private organizations in the community or in campus-related programs to make use of their conflict resolution training.

P: Comm 340  
Spring.

**COMM 445. Human Communication Theory. 3 Credits.**

Integration of a variety of theories to promote sensitivity to and understanding of the complexity of human communications; examines the construction of various communication theories, contexts and processes in communication.

P: at least 15 credits of core supporting courses in Communication  
Spring.

**COMM 470. Health Communication and the Internet. 3 Credits.**

This course examines how Internet technology has impacted the healthcare system and personal health management. We will focus on how people are using (and misusing) the Internet for their health needs and the resulting impact this is having on communication. More specifically, we will examine online health information sources, online health information-seeking practices, provider-patient communication, personal health management, health care consumerism, computer-mediated social support, telemedicine, privacy management, online personal health records, and the impact of social media on health information and communication.

P: at least 15 credits of core supporting courses in Communication  
Spring.

**COMM 474. Media Workshop I. 3 Credits.**

Supervised hands-on experience as a staff member of the Fourth Estate, the campus newspaper. Students become part of a hybrid newsroom in order to experience the worlds of online, social media and print journalism and PR. Students will apply the skills learned in previous Journalism and PR courses: newswriting, feature writing, photojournalism, videojournalism, layout, management, editing, designing and implementing PR campaigns. Involves one-on-one work with professor and editors.

P: at least 15 credits of core supporting courses in Communication, COMM 302  
Fall and Spring.

**COMM 475. Media Workshop II. 3 Credits.**

Supervised hands-on experience as a staff member of the Fourth Estate, the campus newspaper. Students become part of a hybrid newsroom in order to experience the worlds of online, social media and print journalism and PR. Students will apply the skills learned in previous Journalism and PR courses: newswriting, feature writing, photojournalism, videojournalism, layout, management, editing, designing and implementing PR campaigns. Involves one-on-one work with professor and editors.

P: at least 15 credits of core supporting courses in Communication, COMM 302  
Fall and Spring.

**COMM 477. Social Media Strategies. 3 Credits.**

This course provides an overview of social media strategies. It will focus on the interconnections between a) historical ideas about strategy, b) networking principles, and c) contemporary research on social media. Particular emphasis is placed on evaluating and creating social strategies for various objectives.

P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 478. Honors in the Major. 3 Credits.**

Honors in the Major is designed to recognize student excellence within interdisciplinary and disciplinary academic programs.

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.  
Fall and Spring.

**COMM 480. Cases in Communications and Media Management. 3 Credits.**

This course examines the strategies and practices of communications and media management in organizations. Students integrate their knowledge of oral, written, and visual communication to solve real-world cases.

P: at least 15 credits of core supporting courses in Communication, COMM 305  
Fall and Spring.

**COMM 495. Teaching Assistantship. 1-6 Credits.**

The student and supervising teacher must prepare a statement that identifies the course with which the assistantship will happen, objectives for the assistantship, and expectations in order to fulfill the course objectives. Students are not eligible to receive credit in both the course they assist the instructor with and the teaching assistantship in the same semester. Typically student has previously taken the course prior to enrollment in the assistantship. Course is repeatable for credit.

P: Jr. st.  
Fall and Spring.

**COMM 496. Project/Research Assistantship. 1-6 Credits.**

The student must prepare a research proposal, and both parties should identify the research arrangement and how the student will complete the work to fulfill the course objectives within the assigned term.

P: Jr. st. REC: Comm 200.

**COMM 497. Internship. 1-12 Credits.**

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings. Course is repeatable for credit.

P: jr st.

Fall and Spring.

**COMM 498. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

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Fall and Spring.

**COMM 499. Travel Course. 1-6 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

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