

COMMUNICATION STUDIES (CMST)

CMST 101 - Fundamentals of Speech: Communication Requirement

3 Credits

This course introduces students to the theoretical and practical requirements of different types of public presentations and helps students develop an understanding and appreciation of the dynamic nature of the communication process. The course focuses on the basic elements of the communication process, listening, communicator and audience characteristics, basic research skills, and message composition and delivery. Students learn about the demands of public presentations in culturally and professionally diverse environments and develop presentation competence and flexibility. Meets Gen Ed - Communication, Communication. Previous course SPCM 101 effective through Spring 2012. 3 hours lecture.

CMST 102 - Voice and Speech Improvement

3 Credits

Prerequisite(s): Restricted to majors within School of Communication and Media Studies. Theory and practice in the improvement of individual voice and speech patterns and elimination of faults. Previous course SPCM 103 effective through Spring 2012. 3 hours lecture.

CMST 130 - Public Relations Principles

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course introduces students to the fundamental theories and practices in the field of public relations. Students will learn about the public relations function within organizations, its impact on publics, and its function in society. Topics of this course involve the evolution of the field, the range of roles and responsibilities that public relations practitioners assume in a variety of settings, and the significant issues and trends that have shaped the practice. The course will also address the ethics of public relations practice and how values shape an organization's ability to build successful relationships with its publics. Previous course SPCM 222 effective through Spring 2012. 3 hours lecture.

CMST 160 - Introduction to Health Communication

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course is designed to familiarize you with the prominent theories, issues, and topics in the field of health communication. This course will expose you to diverse health communication perspectives as they relate to a range of health communication topics, including illness and health, historical and contemporary issues, patient and provider experiences, cultural differences in health, public awareness/prevention/intervention campaigns, and the role of media and relationships in health communication. 3 hours lecture.

CMST 170 - Organizational Communication

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This introduces students to the field of organizational communication by surveying fundamental topics and theories pertaining to organizations' structures (relational ordering) and processes. Topics include comparative structural approaches; system, cultural, and critical perspectives for understanding relationships and networks; assimilation of new members; organizational change; cultural diversity; technology and media; and globalization. Previous course SPCM 274 effective through Spring 2012. 3 hours lecture.

CMST 200 - Going Viral

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. In this course we will explore media concepts and theories and contemporary viral phenomena. We will investigate the evolution of different media and the impact of emerging media on society. Our focus will be on the contemporary scene of technological innovations and how social media are transforming the way we do business, politics, entertainment and activism. The degree to which emerging media present challenges, opportunities, or both is a fundamental question that will guide our dialogue. You will also have the opportunity to use digital media technologies throughout the course and plan, design and create new media content for your projects. 3 hours lecture.

CMST 202 - Listening

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. The development of critical, discriminative, appreciative and empathic listening skills; emphasis on listening theory/concept exploration, listening skill building, and experiential learning through theory application. Previous course SPCM 230 effective through Spring 2012. 3 hours lecture.

CMST 205 - Race, Ethnicity and Media

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. The course provides an in-depth examination of mass media theories and social effects on a national and global level, with particular attention to the representation of race and ethnicity. Through case studies, research, screenings, and class discussions students develop analytic tools they can use in their role as proactive consumers and potential creators of media products that serve a diverse range of communities. Previous course SPCM 304 effective through Spring 2012. 3 hours lecture.

CMST 212 - Introduction to Rhetorical Studies

3 Credits

Prerequisite(s): CMST 101. This course introduces students to the study of rhetoric by providing an overview of its history that touches on key theoretical developments in the field. Students will become familiar with the various ways the term rhetoric is defined and theorized. Students will gain an understanding of how public discourse shapes their social, political, and cultural worlds. Using analytical and theoretical tools students will evaluate and construct persuasive messages that span written, verbal, and visual communication, such as political speech, television and film media, social media platforms, advertising and other campaigns, news media, music/music videos, and literary fiction. 3 hours lecture.

CMST 215 - Media History and Form

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. The course offers an in depth analysis of a specific medium (e.g. television, radio, film, magazines). It examines this medium's development and cultural impact from both the aesthetic and historical perspectives. Previous course SPCM 104 effective through Spring 2012. 3 hours lecture.

CMST 222 - Public Speaking

3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. Preparing and delivering effective, informative, and persuasive speeches; emphasis in outlining, verbal clarity, and effective oral communication in public presentations. Previous course SPCM 234 effective through Spring 2012. 3 hours lecture.

CMST 225 - New Media and Participatory Culture**3 Credits**

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course focuses on new media technologies, their relationship with society, and the issues they present, both practical and theoretical, for participation in contemporary culture. This course looks at broad concepts - e.g., mediation, cultural power, representation, and social geography - as they relate to specific objects of inquiry like blogs, mobile devices, technocultures, and virtual reality. 3 hours lecture.

CMST 233 - Public Relations Writing**3 Credits**

Prerequisite(s): CMDA 110 and CMST 130. Corequisite(s): CMDA 220. The purpose of this course is to teach students to write with skill, accuracy and clarity, using the tactical communication tools employed by public relations professionals. Students will learn to tailor their writing to the needs of particular media outlets and audiences. Different forms of public relations writing include news releases, feature stories, press releases, fact sheets, media lists, speeches, company backgrounders, media kits, letters, memoranda, company histories, advertising and advertorials, commentary (such as letters to the editor or opinion pieces), newsletters, websites, and brochures. Previous course SPCM 322 effective through Spring 2012. 3 hours lecture.

CMST 235 - Youth Culture and The Popular**3 Credits**

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course explores youth culture and its relation to popular culture. Through an introduction to subcultural theory, this course examines different youth cultures in order to provide students with a space to study the unique role young people play as consumers and producers of media. Emphasis will be placed on the social, economic and political implications associated with these groups and the cultural agents that comprise them. 3 hours lecture.

CMST 237 - Public Relations Ethics**3 Credits**

Prerequisite(s): CMST 130 and CMDA 210. The course introduces students to the concepts of ethics and professional responsibility in public relations. In this course students develop their awareness of the ethical responsibilities in the field of public relations, increase their skills and ability to identify the moral issues raised in public relations practices, acquire skills and knowledge to reach and justify ethical decisions, and cultivate a sense of personal and professional responsibility. 3 hours lecture.

CMST 242 - Speaking Culturally**3 Credits**

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course explores how language, speech, and culture are interconnected. Students are introduced to basic theoretical approaches to the study of language and communication and have the opportunity to investigate diverse cultural contexts through case studies and research. Previous course SPCM 242 effective through Spring 2012. 3 hours lecture.

CMST 245 - Communication, Media and Gender**3 Credits**

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course offers a critical examination of how communication processes of socialization and media forms produce and circulate shared knowledge, representations, and expectations about gender. Various contemporary relational contexts and media artifacts are used to explore the social construction of gendered identities and power relations and the implications for professional, political, and cultural participation. Previous course SPCM 290 effective through Spring 2012. 3 hours lecture.

CMST 246 - Interpersonal Communication I**3 Credits**

Prerequisite(s): CMDA 110; School of Communication and Media majors only. Basic theory of interpersonal communication and its practical applications in friendships and intimate relationships; personal communication patterns as they affect self perception and other perception; emphasis on the effect this process has on our interactions with others; strategies are offered as a means of change, growth and potential in effective interpersonal communication. Previous course SPCM 271 effective through Spring 2012. 3 hours lecture.

CMST 255 - Special Topics in Communication and Media**1-3 Credits**

Prerequisite(s): CMDA 110. This course addresses a special topic pertaining to face-to-face and/or mediated interaction in a particular disciplinary context, such as interpersonal communication, group communication, organizational communication, public relations, health communication, rhetoric, cultural/inter-cultural communication, civic/political communication, or mass communication. Students will develop conceptual understandings and critical and/or practical abilities. May be repeated for a maximum of 9 credits. 3 hours lecture.

CMST 260 - Health Communication Theory**3 Credits**

Prerequisite(s): CMDA 110 and CMST 160. This course examines the dominant health models, communication theories, and psychosocial concepts that have been applied to the understanding of individual and societal health. In particular, this course will address how these theories/models serve as a foundation for explaining why various forms of communication serve to influence and shape our health perceptions and behaviors. 3 hours lecture.

CMST 263 - Health and Mass Media**3 Credits**

Prerequisite(s): CMDA 210. This course examines the prevalence and nature of mass media messages concerning health. In particular, this course examines the various ways in which health issues are portrayed through entertainment, news media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers. 3 hours lecture.

CMST 270 - Organizational and Group Leadership**3 Credits**

Prerequisite(s): Major in School of Communication and Media and CMDA 110; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294. This course addresses theories and techniques of leadership in organizations and groups. Recognizing that organizations increasingly require leadership for innovation and change (rather than just management for productivity and efficiency), the course prepares students to enact leadership that is not merely about overseeing and delegating, but is more concerned with empowering members as engaged and effective stakeholders. Topics include comparative conceptions of leadership; techniques for fostering cohesion and motivation; guiding organizations through change; and meeting facilitation in various organizational contexts. Meets the University Writing Requirement for majors in Communication Studies. Previous course SPCM 374 effective through Spring 2012. 3 hours lecture.

CMST 273 - Democracy and Communication**3 Credits**

Prerequisite(s): Major in School of Communication and Media and CMDA 110; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294. This course explores conceptual and practical issues of communication in democratic bodies of various sizes and functions, spanning small groups, organizations, and societies. Topics include shared leadership; dialogue; deliberation; cultural pluralism; representational mechanisms; political partisanship and campaigns; lobbying; public policymaking; and journalism. 3 hours lecture.

- CMST 275 - Building Bridges through Dialogue** 3 Credits
Prerequisite(s): Major in School of Communication and Media and CMDA 110; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294. This course provides conceptual bases and practical strategies for recognizing, understanding, and bridging chasms that exist in our interpersonal, cultural, organizational, and civic relationships. Coursework culminates in a hands-on project in which class members devise and implement a public event or program that promotes "bridge-building" communication among people with seemingly incommensurate beliefs, values, and identities. 3 hours lecture.
- CMST 280 - Investigative Research Methods** 3 Credits
Prerequisite(s): CMDA 210. The course provides a survey of investigative methods employed in the fields of communication and media. Students are guided through the research design process and develop critical skills in understanding and evaluating media own projects and practice research methods most appropriate for professionals (interviewing, ethnographic work, focus group and survey research, textual and visual analysis). Previous course CMDA 310 effective through Spring 2014. 3 hours seminar.
- CMST 302 - Interpersonal Communication II** 3 Credits
Prerequisite(s): CMDA 210 and CMST 246. Current literature in the field of interpersonal communication and the relationship of the theory to communication effectiveness. Study of conflict management and interpersonal communication competence. Previous course SPCM 272 effective through Spring 2012. 3 hours lecture.
- CMST 322 - Intercultural Communication** 3 Credits
Prerequisite(s): CMDA 210. Special fee. Survey of cultural approaches to communication, including theory and methodology. Will examine the underlying principles and concepts of communication within individuals and across cultures to better understand effective human communication. Previous course SPCM 250 effective through Spring 2012. 3 hours lecture.
- CMST 325 - Media Criticism** 3 Credits
Prerequisite(s): CMDA 210 or CMST 215. This course builds on concepts introduced in The Communication and Media Arts (CMDA 210) in order to provide students with an opportunity to become better versed in the dominant theories and methods of different schools of media criticism. Throughout the semester, students will apply these paradigms to conduct in-depth analyses of a range of media artifacts and institutions. 3 hours lecture.
- CMST 326 - Integrated Communications** 3 Credits
Prerequisite(s): CMDA 210 or THTR 257. The rapid evolution of media and technology, coupled with the increasing fragmentation of audiences, present challenges to organizations and brands to present a coherent and compelling narrative to the multiple stakeholders they need to reach. This course addresses the complex communications mix comprising of such activities as advertising, public relations, online and viral marketing, social network relationship building, sponsorships, and event planning that organizations can use strategically to position their brands and develop integrated campaigns. Students will analyze contemporary cases and be encouraged to think in innovative ways as they create integrated communication campaigns with measurable objectives. 2.5 hours lecture.
- CMST 330 - Public Relations Research** 3 Credits
Prerequisite(s): CMDA 210 and CMST 233. Corequisite(s): CMST 280. The course familiarizes students in public relations with effective social science research methods used to diagnose and solve problems, to identify measurable objectives, to inform strategic planning and message development, and to perform program evaluations in order to optimize organizational decision making. 3 hours lecture.
- CMST 331 - Online Video Production for Public Relations** 1 Credit
Prerequisite(s): CMDA 220 and CMST 233. This course offers hands-on training through collaborative, project-based work in PR video production and editing. The course addresses storytelling and message design, audience analysis and engagement, and online distribution techniques that include the creation - from idea generation through post production- of such public relations products as video news releases (VNR), public service announcements (PSA), and corporate video and the role these products play in today's strategic public relations. 1 hour semester.
- CMST 333 - Public Relations Cases and Campaigns** 3 Credits
Prerequisite(s): CMDA 210 and CMST 280. Public Relations Cases/ Campaign course uses a case-study method to teach students about theoretical and applied principles of public relations campaign management. Students examine successful/unsuccessful examples of public relations in order to learn how to plan more effective campaigns and to evaluate completed campaigns. As part of the course students continue to hone their writing skills and learn to be more critical of the role played by the media, opinion leaders, and multiple publics in the public relations process. Previous course SPCM 323 effective through Spring 2012. 3 hours lecture.
- CMST 335 - Globalization, Communication and Media** 3 Credits
Prerequisite(s): CMDA 210. The course provides an overview of contemporary issues in global communication and media. Students explore emerging communication and information technologies and how they transform cultural identities and communities, global circuits of images and ideologies, and the global flows of politics, advertising, news and entertainment. 3 hours lecture.
- CMST 337 - Specialized Writing in Public Relations** 3 Credits
Prerequisite(s): CMDA 220 and CMST 233. The course intends to help students develop the essential skills on how to write for online media and audiences who exhibit considerable differences from traditional media outlets and audiences. Students learn how to segment online audiences, how to address these different sectors, and how to tailor messages to their varying needs. 3 hours lecture.
- CMST 339 - Public Relations Techniques in a Digital Age** 3 Credits
Prerequisite(s): CMDA 210 and CMST 233. The course focuses on how public relations practitioners can use social media as well as some visual communication tools to create and maintain relationships with stakeholders. Students will learn the basic skills in using various social media outlets (e.g., twitter, facebook, webinar, open-source database, video casting, pod-casting, digital editing, etc), and how to write in a digital world with multiple voices for a more targeted audience base. 3 hours lecture.
- CMST 342 - Argumentation and Debate** 3 Credits
Prerequisite(s): CMDA 210. Principles of argumentation; characteristics of propositions, definitions of terms, logical organization, evidence, research and oral reason, structure of debates; practice in argumentation and debate of current significant issues. Previous course SPCM 342 effective through Spring 2012. 3 hours lecture.

CMST 345 - Critical Television Studies**3 Credits**

Prerequisite(s): CMDA 210. This course studies television from a range of perspectives in order to assess the medium's importance as a technology and cultural form. Students will consider television through topical examinations of its genres, audiences, industries, infrastructure, and social impact. In the process, students will explore television's shifting institutions and the technological innovations reshaping how viewers interact with television. Previous course SPCM 334 effective through Spring 2012. 3 hours lecture.

CMST 350 - Special Studies in Communication and Media**1-3 Credits**

Prerequisite(s): CMDA 210. This course addresses an advanced special topic pertaining to face-to-face and/or mediated interaction in a particular disciplinary context, such as interpersonal communication, group communication, organizational communication, public relations, health communication, rhetoric, cultural/inter-cultural communication, civic/political communication, or mass communication. Students will develop conceptual understandings and critical and/or practical abilities. May be repeated for a maximum of 9 hours. 3 hours lecture.

CMST 355 - Visual Communication**3 Credits**

Prerequisite(s): CMDA 220. A course designed for students to experience the area of visual communication through computer desktop publishing. Students are responsible for designing, editing, and producing various printed material. Previous course SPCM 413 effective through Spring 2012. 3 hours lecture.

CMST 360 - Emerging Technologies in Health Communication**3 Credits**

Prerequisite(s): CMDA 220 and CMST 263. This course examines the ways in which new media technology is used to discuss and improve one's health. Students will learn the dominant theories and models used to explain how and why users access health information online, how new media is used to facilitate communication among patients and doctors, the value of virtual support networks, and the way in which new media platforms contributes to increased health literacy. 3 hours lecture.

CMST 362 - Nonverbal Communication**3 Credits**

Prerequisite(s): CMDA 210. Introduces nonverbal communication theory to promote a better awareness of its dynamics and influence in the communication process; an awareness of how people reveal and define themselves; a development of skills for encoding and decoding nonverbally; creating slide shows. Previous course SPCM 375 effective through Spring 2012. 3 hours lecture.

CMST 363 - Health Communication in Interpersonal Contexts**3 Credits**

Prerequisite(s): CMDA 210 and CMST 260. This course aims to develop an awareness and understanding of the association between interpersonal communication and health. Students will work on developing the ability to interpret and discuss some of the existing research/scholarship focusing on aspects of interpersonal communication, relationships, and health. Finally, it will examine ways of investigating health issues in specific interpersonal contexts. This includes patient-physician interaction and supportive communication. 3 hours lecture.

CMST 365 - Health Communication and the Arts**3 Credits**

Prerequisite(s): CMDA 210 and CMST 263. This course examines the application of the arts (music, painting, installations, dance, theatre, etc.) to communication strategies aimed at meeting specific outcomes in health care, public health campaigns, and public awareness of health issues. Topics include: the use of artistic expression by communities characterized by medical conditions, the relevance of the arts in health care institutions, and the adaptation of the arts to therapeutic strategies. 3 hours lecture.

CMST 370 - Managing Diversity and Conflict**3 Credits**

Prerequisite(s): CMST 170 and CMDA 210. This course explores the concept of difference within organizations and groups, on both cultural and interpersonal levels. As organizations experience forces of globalization and democratization, they must forge new ways of managing and, further, celebrating diverse perspectives and ideas. Topics include historical dimensions of cultural identity and diversity; comparative approaches to Affirmative Action and multiculturalism; cultural and structural power in organizations and groups; and theories and techniques for managing intercultural and interpersonal conflict 3 hours lecture.

CMST 373 - Collaborative Problem Solving**3 Credits**

Prerequisite(s): CMDA 210 and CMDA 220. This course explores theories and techniques that bolster team-based creativity and decision making. As contemporary organizations increasingly move from individualized, top-down problem-solving processes to team-managed approaches, they require new communication competencies in order to innovate. Such competencies include the convening of stakeholders; shared leadership; integrative fact-finding; tactics for creativity; deliberative discussion; consensus-building; and collaborative report preparation/presentation 3 hours lecture.

CMST 375 - Organizational Change**3 Credits**

Prerequisite(s): CMST 170 and CMDA 210. This course addresses the inevitability of change in the contemporary organizational landscape, and introduces strategies for managing challenges and opportunities that are endemic to change. Topics include assimilation; organizational learning; training and development; management of emotions; organizational culture; organizational identity; and the construction of missions and strategic plans. 3 hours lecture.

CMST 377 - Mediated Organizations**3 Credits**

Prerequisite(s): CMDA 210. New communication technologies are ubiquitous in organizational life, with functions ranging from mere supplementation of organizational processes to the enabling of organizations that exist primarily or solely through digitally mediated interaction. This course explores various media that may be used in conventional and so-called "virtual" organizations, spanning synchronous and asynchronous modes of communication. Special attention is devoted to techniques for facilitating mediated meetings. 3 hours lecture.

CMST 379 - Community-Based Organizing**3 Credits**

Prerequisite(s): Major in School of Communication and Media and CMST 170 and CMDA 220; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294. This course explores historical and socio-political facets of community-based organizing, and prepares students with communication competencies that are particular to non-profit organizational endeavors. Conceptual learning is advanced through a hands-on service-learning experience in a regional non-profit organization. Partnerships with regional non-profit organizations are facilitated by service-learning staff of the Research Academy for University Learning. 3 hours lecture.

CMST 402 - Speaking in Varied Contexts**3 Credits**

Prerequisite(s): CMST 342. This course explores the demands of speaking in a number of contexts such as professional, political, social, commercial, educational, and mediated. Through readings and case studies, students can explore their particular interests and develop coaching and workshop materials for future professional use. Previous course SPCM 442 effective through Spring 2012. 3 hours lecture.

- CMST 405 - Persuasion and Transmedia Campaigns** **3 Credits**
Prerequisite(s): CMDA 320. The course explores theories of persuasion and propaganda and provides targeted study of the design of various campaigns (political, health, advertising, cause-related) and hands-on training for successful campaign execution. Previous course SPCM 438 effective through Spring 2012. 3 hours lecture.
- CMST 410 - Career Management** **3 Credits**
Prerequisite(s): CMDA 320. The course prepares students to develop effective strategies for negotiating the challenges of professional life. It focuses on the preparation for the job search, the e-portfolio, interview strategies, and professional networking, as well as on the phases of the career trajectory in varied communication and media fields. Previous course CMDA 410 effective through Spring 2014. 3 hours lecture.
- CMST 415 - Production Culture** **3 Credits**
Prerequisite(s): CMDA 320. This course explores the cultural practices and belief systems of production workers in the media industry. It examines "above-the-line" labor, such as producers and directors, as well as "below-the-line" labor, such as gaffers and grips, in order to assess the role these communities' interpretive frameworks and self-analysis play in the production of media. To do this, students will consider industrial reflexivity and critical practice using integrated cultural-industrial analysis. 3 hours lecture.
- CMST 425 - Seminar in Mediated Communication** **3 Credits**
Prerequisite(s): CMDA 320. Special fee. This advanced seminar explores emerging communication technologies and their social, cultural, and political implications. The course examines the history and evolution of communication technologies and how they transform our identity, homes, workplaces, communities, and playspaces. Emphasis is placed on current issues and case studies drawn from the world of business, government, and entertainment. Previous course SPCM 404 effective through Spring 2012. 3 hours seminar.
- CMST 430 - Public Relations Management** **3 Credits**
Prerequisite(s): CMDA 320. This course seeks to introduce students to the profession and practice of public relations management. Students will discuss concepts related to public relations processes, principles, history, current practice, and future trends. Students will learn how to identify the strengths and weaknesses of current public relations practices and apply theoretical principles in a management setting. Previous course SPCM 422 effective through Spring 2012. 3 hours lecture.
- CMST 433 - Seminar in Public Relations** **3 Credits**
Prerequisite(s): CMST 330. Corequisite(s): CMST 333. Provides background theory and practical experience in public relations. Writing forms and styles, project planning, and campaign strategies are emphasized. Meets the University Writing Requirement for majors in Communication Studies. Previous course SPCM 388 effective through Spring 2012. 3 hours seminar.
- CMST 435 - Communication and Media Arts Activity** **1-3 Credits**
Prerequisite(s): CMDA 320. Supervised communication and media arts activity focused on specific topics of relevance. May be repeated without limit. Previous course SPCM 435 effective through Spring 2012. 1 hours lecture.
- CMST 437 - Crisis Management in Public Relations** **3 Credits**
Prerequisite(s): CMDA 320 and CMST 333. This course examines the role that public relations plays in organizational crisis management. Emphasis is placed on understanding how public relations practitioners can help organizations plan, respond, and recover from crises. Issues examined include how a public relations practitioner can help organizations prevent crises, how to interact with media during a crisis, how to respond ethically to stakeholder concerns, and how to promote organizational learning so a similar crisis can be prevented. 3 hours lecture.
- CMST 439 - Global Public Relations** **3 Credits**
Prerequisite(s): CMDA 320 and CMST 333. This course intends to familiarize students with the role, function, and influence of public relations in a global environment. Topics include global trends, multicultural communication knowledge and skills, multiple cultures and diversity within nations, national media structures and public policy, and international legal and ethical codes in public relations. Students learn to analyze a variety of factors (e.g., politics, economic development, media environment, institutional pressures, cultures, activism) that affect the practice of global public relations. 3 hours lecture.
- CMST 460 - Planning and Implementing Health Campaigns** **3 Credits**
Prerequisite(s): CMDA 320 and CMST 263. This course prepares students to lead the planning, implementation, and refinement of communication campaigns that affect individual-level behavior change and community-wide action while addressing public health issues. Throughout the semester, students practice the various stages of a health communication campaign based on real world conditions. They draw from health behavior theories; formative and outcome research, and expert opinion. 3 hours lecture.
- CMST 470 - Organizational Consulting** **3 Credits**
Prerequisite(s): CMST 280 and CMST 373. This course explores techniques for auditing organizational communication environments. In doing so, it connects theories, empirical research methods, and hands-on application. Students conduct fieldwork by using surveys interviews and other' techniques to assess an organization's communication, recognize problems, and propose remedies through professional reports. Partnerships with regional non-profit organizations are facilitated by service-learning staff of the Research Academy for University Learning. Previous course SPCM 384 effective through Spring 2012. 3 hours lecture.
- CMST 475 - Seminar in Organizational Communication** **3 Credits**
Prerequisite(s): CMST 280 and CMST 370 or CMST 373. Exploration of advanced topics pertaining to communication in organizational contexts. Particular emphasis is placed on current issues in professional and civic organizations. Subject changes from year to year. Topics include intra-organizational diversity and conflict management, democratic approaches and processes, and leadership. Previous course SPCM 474 effective through Spring 2012. 3 hours seminar.
- CMST 499 - Honors: Senior Seminar** **3 Credits**
Prerequisite(s): Departmental approval. Students pursue independent projects related to their major academic and professional interests and meet for tutorial sessions on selected topics. Seminar culminates in a major project related to research, performance, production or pedagogy. Previous course SPCM 499 effective through Spring 2012. 2 hours seminar, 1 hour studio.

CMST 502 - Research and Data in Public and Organizational Relations **3 Credits**

This course introduces students to standard empirical techniques of communication inquiry. These quantitative and qualitative methods pertain to both social scientific inquiry and professional applications. Particular attention is devoted to approaches for investigating problems and phenomena that are typical of contemporary organizations' internal and external communication processes. This course also introduces students to basic analytic techniques on assessing the effectiveness of digital media use in communication program. Previous course SPCM 502 effective through Spring 2012. 3 hours seminar.

CMST 503 - Survey: Qualitative Research Methods **3 Credits**

This course introduces students to the full range of qualitative research methods and their application in communication contexts such as politics, organizations, the media, marketing, and culture. Emphasis is on the practical applications of qualitative methods for the purpose of evaluation of communication practices and offering of pragmatic recommendations. Previous course SPCM 503 effective through Spring 2012. 3 hours lecture.

CMST 505 - Public and Organizational Relations in a Digital Age **3 Credits**

The emergence of digital technologies has transformed the communication context in which organizations carry out their goal directed activities. The combination of social media and mobile devices has created expectations of availability and responsiveness that lead to new challenges for organizational communicators. New communication platforms and technologies continue to emerge, leading to the requirement that organizational communicators become life-long learners with both technical skills and critical skills (doing and reflecting) that are regularly reviewed. This course seeks to develop both areas in the context of four areas of competency: leadership mindset, media savvy, communication skills and strategic thinking. Previous course SPCM 505 effective through Spring 2012. 3 hours seminar.

CMST 509 - Problems in Communication **3 Credits**

Individual problems in communication. Reports, papers, panel discussion and experimentation. May be repeated twice for a total of 9 semester hours. Previous course SPCM 509 effective through Spring 2012. 3 hours lecture.

CMST 510 - Special Topics In Communication **3 Credits**

Special Topics in Communication is intended as a multipurpose course that can be used both to teach rotating special topics courses and to pilot test new courses. Special Topics in Communication is intended to be repeatable and to be used by both the public relations and the organizational communications tracks to offer advanced and special topic courses. The course may be repeated an unlimited number of times provided the topic of the course has changed. Previous course SPCM 510 effective through Spring 2012. 3 hours lecture.

CMST 515 - Strategic Public Relations **3 Credits**

This course examines the public relations process and its four phases: research, objectives, programming, and evaluation. The lessons in this course are designed to help students learn to see the PR process more strategically, including understanding research and planning, knowing how to make strategic choices, selecting from a multitude of tactical options, and evaluating program effectiveness. The course will review case studies, best practices in the field and give students an opportunity to apply the strategies learned by analyzing an organization and creating a strategic public relations outline. 3 hours seminar.

CMST 520 - Public Relations Writing and Media Relations **3 Credits**

Students practice public relations skills, including press release writing; press kit development and distribution; analyses of publics; and media relations. Special attention is devoted to the potentials of traditional and new media for enabling creative and effective public relations. Previous course SPCM 520 effective through Spring 2012. 3 hours lecture.

CMST 525 - Presentation Skills for Business **3 Credits**

The modern business world demands that its participants be proficient in a multitude of communication formats. Technology has created a new array of communication applications that are vital to a successful career performance. Without command of this new skill set you are operating at a distinct disadvantage. This course is designed to address the following spectrum of modern day communication modalities: individual live presentations, group presentations, Power Point presentations, social media integration, teleconferencing, video conferencing and web conferencing. The achieved result would be a significant upgrade in your ability to prepare and effectively present live and media generated performances in ALL Professional settings. 3 hours lecture.

CMST 526 - Theories of Human Communication **3 Credits**

In-depth study of human communication behavior as it relates to theories of intrapersonal, interpersonal, small group, public and mass communication. Students develop awareness of communication behavior patterns and cultivate the ability to select appropriate and effective communication behaviors for optimum results. Previous course SPCM 526 effective through Spring 2012. 3 hours lecture.

CMST 528 - Public Relations for Nonprofit Organizations **3 Credits**

This hands-on course is designed to help students hone the skills to successfully conduct public relations for nonprofit organizations. It provides students with a broad understanding of how public relations can further the mission and goals of a nonprofit organization and proposes strategies and approaches to achieve the desired goals. Students learn how to develop and implement a public relations plan or campaign, effectively reach and communicate with various target stakeholders or audiences, develop community and corporate partnerships and alliances, deal with crisis situations, understand the correlation between public relations and fundraising, develop media and other promotional materials, organize and promote special events, and strategic adoption of digital media. 3 hours seminar.

CMST 530 - New Media Applications **3 Credits**

This course explores the roles and potentials of various traditional and emergent technologies/media in organizations' internal and external communication processes. Considering issues inherent to contexts, messages, and audiences, students gain insights about choosing and applying media in particular situations, and recognizing how such choices affect meaning-making. Special attention is devoted to the ways in which new technologies/media are transforming organizations' day-to-day functioning, identities, and public relationships. Previous course SPCM 530 effective through Spring 2012. 3 hours lecture.

CMST 533 - Advanced Writing for Media Professionals 3 Credits

This course aims to further enhance the skills and careers of experienced writers in the media industry. The course addresses writing, styles, language, and formats for various media platforms (print, radio, television, and social media) for a variety of contexts including small business enterprises, corporations, nonprofit organizations, and governments. Students will develop expertise on how to write effectively, concisely, and clearly for different target audiences, how to develop the “voice” of a brand, how to create and manage content for various digital media platforms, and how to incorporate strategy and creativity into all writing pieces. As an intensive writing course, students are expected to work on multiple assignments and revisions on a regular basis with professional-caliber quality. 3 hours seminar.

CMST 534 - Readings in Communication 3 Credits

Study and assessment of major literature in communication. Competence demonstrated in research assignments and papers. Course may be repeated once for a total of 6 semester hours. Previous course SPCM 534 effective through Spring 2012. 3 hours lecture.

CMST 535 - Groupware and Crowdsourcing Techniques for Organizations 3 Credits

This course considers the impacts of communication technologies on organizational functioning with regard to how members use media both to accomplish tasks and to maintain relationships and organizational culture. It does so by (a) considering historicized ideals and practices of organizational structure as they coincide with technological developments, in order to understand how contemporary Social Age media pose particular opportunities and challenges; (b) exploring emergent digital intranet and groupware tools, as they support both task and relational dimensions of organizational life; and (c) surveying various ways in which organizations may use social media for “crowdsourcing,” through which outsiders are drawn into the organization’s creative processes. 3 hours seminar.

CMST 536 - Persuasion and Media 3 Credits

This course explores psychological, relational, and rhetorical theories of persuasion and provides students with practical strategies. Considering the functions of persuasion in organizational and public contexts, emphasis is placed on the roles of technology and media in facilitating creative and effective messages and campaigns. Previous course SPCM 536 effective through Spring 2012. 3 hours seminar.

CMST 540 - Transmedia Production 3 Credits

The course offers students a supervised Transmedia project experience. Students develop skills in concept development, research, fieldwork, collaboration, production planning, execution, and management as they work on projects that embrace varied technological (even non-technological) platforms to engage audiences through storytelling, a unique method called “Transmedia.” 3 hours seminar.

CMST 542 - Integrated Communications 3 Credits

The course introduces students to the fundamentals of integrated communications. Students understand the complex communications mix of today and learn how to strategically plan integrated campaigns to ensure consistency of creative strategy, complementary use of traditional and digital media, and measurable objectives. 3 hours seminar.

CMST 545 - Crisis Communication 3 Credits

This course examines the latest theory, practice and approaches for understanding and responding to organizational communications across a range of crisis situations. The lessons in this course are designed to provide students with insights into the processes, skills, strategies and tactics to be used during a crisis. This course will review and evaluate instructive case studies, common methods and best practices in the field. Topics covered include key theories and principles in crisis communication, which students apply by analyzing actual cases drawn from recent headlines. Students will have the opportunity to apply the concepts learned by responding to real-world situations and crisis communication strategies. Previous course SPCM 545 effective through Spring 2012. 3 hours seminar.

CMST 547 - Seminar in Organizational Communication 3 Credits

This course focuses on special topics in organizational communication relating to leadership strategies and tools for assessment of organizational culture. Leadership is viewed in behavioral and interactionist terms rather than as a position within an organizational hierarchy. Systems of organizational culture are viewed as patterned behaviors with consequences for organizational effectiveness. Tools are offered for observation and intervention in organizational development efforts focused on team building and leadership. Previous course SPCM 547 effective through Spring 2012. 3 hours seminar.

CMST 548 - New Media Business Models 3 Credits

This course will introduce students to the business models of the media business with an emphasis on the new models that are challenging to professionals at all levels of media industries. Among the topics covered will be the industry’s historic and modern structure, traditional advertising and subscription models, and the new digital models around paywalls, digital marketing, and social media. The course will feature frequent guest speakers from fields such as print, broadcasting and cable, music, digital, mobile and advertising. 3 hours seminar.

CMST 549 - Visual Facilitation 3 Credits

This course will introduce the growing fields of visual facilitation, visual problem solving, video scribing, doodling, sketch-noting, infographics and information dashboards. All of these have in common the use of carefully developed simple visuals that improve communication in teamwork, leadership, problem solving, collaboration, and stakeholder communication. Students will have a chance to work on a particular project of interest through the semester that relates to their career trajectory. Works by Sibbet, Sunni Brown, Dan Roam, Edward Tufte and others will be considered along with research into the neuroscience of visual information processing. 3 hours seminar.

CMST 550 - Optimizing Organizational Diversity and Conflict 3 Credits

This course explores issues and practices of difference in organizational life as they play out communicatively in intercultural, organizational, group, and interpersonal relationships. As contemporary organizations experience forces of globalization and democratization, members must forge new ways of not only managing but, further, maximizing diverse beliefs, values, and ideas toward benefits that are both relational and substantive. Topics include historical dimensions of cultural identity and diversity; comparative approaches to Affirmative Action and multiculturalism; conceptions and enactments of power in organizations and groups; and theories and techniques for guiding conflicts toward collaboratively derived benefits. 3 hours seminar.

CMST 551 - Navigating Organizational Change 3 Credits

This course advances the idea that contemporary organizations must constantly change if they are to thrive. This is because the organizational landscape is characterized by globalization, democratization, constant innovation, cultural diversification, and ongoing technological development—conditions that compel perpetual transformation. CMST551 addresses topics pertaining to the effective handling of change by organizational leaders and members, including member assimilation; training and development; emotions (such as stress and burnout); organizational culture; organizational identity management; and the development and refinement of mission statements and strategic plans. 3 hours seminar.

CMST 552 - Corporate Social Responsibility Paradigm 3 Credits

As stakeholders increasingly demand corporations to contribute to the welfare of the society, environment, and local communities, being socially responsible has become indispensable to an organization's sustainability. This course provides students with core conceptual rationale and skills to help an organization effectively manage its corporate social responsibility (CSR) programs from a communication perspective. Students in this course acquire knowledge in CSR background, major CSR approaches, core communication issues related to CSR, and CSR communication programs management. 3 hours seminar.

CMST 555 - Survey of Public and Organizational Relations 3 Credits

This course overviews the related disciplines of organizational communication and public relations, with an integrative approach to understanding organizations' internal and external communication processes. Topics include: comparative structural conceptions of organizations; key organizational processes (e.g., leadership, change management, technology/media use, cultural diversity, and assimilation); organizational identity; informative and persuasive public campaigns; dialogic public partnerships; and issue/crisis management. Previous course SPCM 555 effective through Spring 2012. 3 hours lecture.

CMST 556 - Leadership and Collaborative Innovation 3 Credits

Students explore communication dynamics of teams and small groups with emphasis on leadership and innovation. Recognizing that contemporary organizations often value teamwork (rather than top-down delegation) as means for creative problem solving, this course examines theories and practices pertaining to: leadership; membership; interpersonal and inter-group conflict management; cultural heterogeneity; problem solving and decision making; meeting facilitation; and cooperative execution of complex projects. Course content is conducted through and experiential group practicum. Previous course SPCM 556 effective through Spring 2012. 3 hours lecture.

CMST 560 - Internship: Communication 3-6 Credits

Prerequisite(s): Communication Studies majors only; departmental approval. Off-campus practicum assignments that range from serving on a political campaign staff to coaching students and/or conducting forensic tournaments or assisting on a Public Relations staff. Broad, balanced and locally supervised experience by arrangements.)

CMST 580 - Globalization and Contemporary Communication 3 Credits

Prerequisite(s): 21 credit hours completed in the Public and Organizational Relations Master of Arts Curriculum. This capstone course in the Public and Organizational Relations curriculum integrates programmatic topics within discussions of globalization's processes and consequences. Considering themes pertaining to new technologies/media, inter- and multi-culturalism, organizational identity, and organizational culture, the course examines theoretical, ethical, and practical dimensions of contemporary cases. Guest lecturers from various academic and professional backgrounds provide opportunities for students to interact with experienced practitioners and to explore pertinent communication problems of globalization. Previous course SPCM 580 effective through Spring 2012. 3 hours lecture.

CMST 581 - Media and Mass Culture 3 Credits

Influences and effects of the media on society; policy decisions and the influence of the broadcast media as conveyors of information and stimulus for change. Open to all graduate students. Previous course SPCM 581 effective through Spring 2012. 3 hours lecture.

CMST 582 - Techniques of Communication 3 Credits

Techniques and ethics in the production of informative and persuasive messages for public consumption. Open to all graduate students. Course may be repeated once for a total of 6 semester hours. Previous course SPCM 582 effective through Spring 2012. 3 hours lecture.

CMST 586 - Case Studies in Public and Organizational Relations 3 Credits

The course uses a case-study method to teach students about theoretical and applied principles of communication campaign management in public relations and organizational communication. Students examine successful/unsuccessful cases of public relations campaigns/programs in order to learn how to develop effective communication campaigns/programs and to conduct proper evaluation of public relations campaigns/programs. These cases are a combination of real-world cases and current events involving for-profit and non-profit organizations. As part of the course, students continue to hone their knowledge in the four key areas emphasized in the program: leadership development, media savvy, strategic thinking, and communication skills. 3 hours seminar.

CMST 599 - Independent Study 3 Credits

Prerequisite(s): Communication Studies majors only; departmental approval. Individual projects in communication that result in significant research or creative projects. Student and instructor agree upon an area of study, readings are assigned, research is done and student submits final findings in form of a paper or a series of annotated bibliographies or position papers. The nature of the course permits advanced graduate students to pursue areas of speech not covered by present offerings. Course may be repeated once for a maximum of 6.0 credits. Previous course SPCM 599 effective through Spring 2012.

CMST 698 - Master's Thesis 3-6 Credits

Prerequisite(s): Departmental approval. Independent research project done under faculty advisement. Students must follow the MSU Thesis Guidelines, which may be obtained from the Graduate School. Students should take CMST 699 if they don't complete CMST 698 within the semester. Previous course SPCM 698 effective through Spring 2012.

CMST 699 - Master's Thesis Extension 1 Credit

Prerequisite(s): CMST 698. Continuation of Master's Thesis Project. Thesis Extension will be graded as IP (in Progress) until thesis is completed, at which time a grade of Pass or Fail will be given.