

# COMMUNICATION (CMM)

## CMM 1000 - Human Communication and Culture

### Credit(s): 3 Credits

An introduction to fundamental concepts and theories that contribute to our understandings of human communication. Students examine the impact of technology and culture on the communication practices of individuals and collectives across a variety of contexts ranging from interpersonal to organizational to mediated communication. Satisfies social science requirement for A&S.

**Attributes:** Social Science Req (A&S), UUC:Social & Behavioral Sci

## CMM 1200 - Public Speaking

### Credit(s): 3 Credits

Students are introduced to principles of effective public speaking and provided with opportunities to develop public speaking skills. In addition, standards of evaluation for public communication are established for use in evaluating their own and other's public speaking performances.

**Attributes:** UUC:Oral & Visual Comm

## CMM 1210 - Advocacy

### Credit(s): 3 Credits

This course introduces students to the principles and practice of advocacy, which is examined as the communicative process of persuading people that matter to care about your issue and/or ideas. The course leads students toward understanding and developing the skills necessary for analyzing advocacy contexts, influencing communication conditions, designing persuasive messages, and communicating ideas with impact. This course further outlines how the ability to enact effective advocacy holds implications for communities, organizations, individuals, and ideas. The skills and knowledge gained from this course remain applicable within various contexts, including social justice work, entrepreneurship, interviewing, negotiation, networking, marketing, politics, leadership, etc.

**Attributes:** UUC:Oral & Visual Comm

## CMM 1220 - Visual Rhetoric

### Credit(s): 3 Credits

This course introduces students to rhetorical studies of visual forms. Students explore some of the myriad ways in which visuals and their persuasive power shape our relationship with ourselves, others, and the world around us. Over the course of the semester, students will learn how to read, analyze, and create written, oral, and visual messages with particular emphasis on visual mediums.

**Attributes:** UUC:Oral & Visual Comm

## CMM 1250 - Communicating in Groups and Teams

### Credit(s): 3 Credits

This course introduces students to basic principles of effective oral and visual communication in problem-solving groups. The course examines topics from interpersonal and group communication research relevant to building and sustaining relationships and accomplishing problem-solving tasks in groups as well as basic principles of structuring a presentation, advocating a position, and visualizing data for presentations in and for groups. Students develop oral and visual communication skills in group collaboration and problem solving, oral presentation, and data visualization.

**Attributes:** UUC:Oral & Visual Comm

## CMM 1300 - First Year Dialogue

### Credit(s): 3 Credits

First-Year Dialogue is a discussion-based course designed to merge elements of first-year experience, college student transitions, and intergroup dialogue pedagogy. Using communication theory, the course engages students in dialogue processes to explore personal and social identities and determine how the identities impact the experience as a SLU student.

## CMM 1400 - Film Criticism

### Credit(s): 3 Credits

Viewing and discussion of some short and several feature films; terminology discussion and exams; written reviews and responses to film discussion; defining of film as an art.

**Prerequisite(s):** (ESL 1900 or ENGL 1900)

**Attributes:** Fine Arts Requirement (CAS), Film Studies, Film & Media - Critical Study

## CMM 1450X - Introduction to Film and Media: Form and Context

### Credit(s): 3 Credits

In this course, Introduction to Film and Media: Form and Context, students will learn about the broader history of film from its inception and early pioneers to the technological innovations that made the contemporary blending of 3D animation and live action possible. They will also gain a tool kit of film theories to analyze film and media content that they encounter not only in other academic contexts, but also in their personal lives. Finally, students will be introduced to basic approaches to film criticism, video editing, and narration through the production of one or more video essays.

**Attributes:** Film Studies, UUC:Aesthetics, Hist & Culture

## CMM 1500 - Introduction to Digital Media Production

### Credit(s): 3 Credits

In this introductory class, students will learn the technical and creative aspects of digital media production with an emphasis on the iterative design process. Students will utilize digital tools and the Adobe Creative Suite to create pieces of digital media designed to engage a variety of audiences and contexts. Students will choose a theme or message to explore throughout the semester. Students are strongly encouraged to examine the use of digital media in the professional practice of their major or discipline to inform their digital media projects.

**Attributes:** CMM Production Course Req, Film & Media - Production, UUC:Creative Expression

## CMM 1930 - Special Topics

### Credit(s): 1-3 Credits (Repeatable for credit)

## CMM 1980 - Independent Study

### Credit(s): 1-3 Credits (Repeatable for credit)

## CMM 2000 - Communication Theory

### Credit(s): 3 Credits

Examines the problems that communication researchers attempt to solve by theorizing effectively. Topics include the relation of theory to research and practice, and different ways of theorizing, such as covering laws, systems, and social constructionist approaches.

**Prerequisite(s):** CMM 1000

**Attributes:** Social Science Req (A&S)

## CMM 2100 - Journalism: News Writing

### Credit(s): 3 Credits

Introduces basic techniques of gathering, writing, and editing news; discusses newsroom operations, decision making, and ethics; includes frequent in-class and out-of-class writing assignments.

**Prerequisite(s):** (ENGL 1900, ESL 1900, or EAP 1900)

**Attributes:** UUC:Writing Intensive

**CMM 2120 - Message Design****Credit(s): 3 Credits**

Message Design explores the process of analyzing audiences, needs, and situations to construct strategically appropriate messages. This course emphasizes writing skills and the process of analyzing messages. This course draws upon rhetorical theories and their practical applications.

**Prerequisite(s):** (ENGL 1900, ESL 1900, or EAP 1900)

**CMM 2200 - Small Group Presentation****Credit(s): 1 Credit**

Small Group Presentation is a one-credit course for students pursuing specialized technical careers. As part of creative teams, students will learn to design and deliver effective technical presentations. Students will hone their skills while participating in discussions, workshops, speech critiques, research and presentations.

**CMM 2300 - Intergroup Dialogue****Credit(s): 3 Credits**

Intergroup dialogue provides a space for discussion and learning about issues of cultural and social differences, conflict, and community. Students will explore their own and others' social identities and ways of taking action to create change and bridge differences at both the interpersonal and the social/ community levels.

**Attributes:** Global Local Justice-Elective, Social Science Req (A&S), UUC:Identities in Context, Diversity in the US (A&S)

**CMM 2400 - Media and Society****Credit(s): 3 Credits**

This introductory course provides students with the background and critical skills necessary for understanding how media work and how they impact our everyday lives. It seeks to give students critical media analytical skills necessary to succeed as professionals, citizens, and members of a community. Satisfies social science requirement for A&S.

**Attributes:** Film Studies, International Studies, International Studies-Arts, Social Science Req (A&S), UUC:Social & Behavioral Sci

**CMM 2500 - Media Lab****Credit(s): 1 Credit**

Introduces students to the technical and creative aspects of media production using the tools (hardware and software) of photography, video, audio, graphic design, and participatory media.

**Attributes:** Film Studies

**CMM 2510 - Video Production and Design****Credit(s): 3 Credits**

Video Production and Design is an introductory course into media production where students will learn how to deconstruct, analyze, and then compose the frame, and will shoot and edit videos using concepts and techniques learned in class. This course includes lectures, workshops, in-class exercises, screenings and discussions in addition to students producing work of their own. As a class, video is considered in relation to film, television, the Internet, and social media.

**Attributes:** CMM Production Course Req, Film Studies, Film Studies Creation, Film & Media - Production, UUC:Creative Expression

**CMM 2550 - Photojournalism****Credit(s): 3 Credits**

This is an introductory course intended for the student who wishes to learn the fundamentals of making solid pictures or wants to gain an appreciation of the field. It includes the technical, aesthetic and professional aspects of photography as well as criticism. It considers the history and future of photography.

**Attributes:** CMM Production Course Req, Film & Media - Creation, UUC:Creative Expression

**CMM 2800 - Communication Research****Credit(s): 3 Credits**

Introduces principles of empirical research in communication and trains students to become critical consumers of research used and produced by communication professionals. Topics covered include formulating research questions; conducting literature reviews; understanding problems of observation, measurement, validity, and reliability; and critiquing research designs.

**Prerequisite(s):** CMM 1000

**Attributes:** Social Science Req (A&S)

**CMM 2930 - Special Topics****Credit(s): 3 Credits (Repeatable for credit)**

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**CMM 2980 - Independent Study****Credit(s): 1-3 Credits (Repeatable for credit)****CMM 3000 - Interpersonal Communication****Credit(s): 3 Credits**

Explores the theory and practice of interpersonal communication in a variety of contexts. Examines how we perceive self and others, how we use information we gather about self and others to guide our interactions, and the essential role of communication in the development, maintenance, deterioration, and repair of human relationships.

**Prerequisite(s):** Minimum Earned Credits of 15

**Attributes:** CMM Studies Explorations, CMM Studies Foundations, UUC:Social & Behavioral Sci

**CMM 3060 - Political Communication****Credit(s): 3 Credits**

Analyzes the role of communication in politics. Topics covered include communication practices in political communities, campaigns, legislative deliberations, and the popular media.

**Attributes:** CMM Studies Explorations

**CMM 3090 - Health Communication****Credit(s): 3 Credits**

Examines health communication research and theory, considering the influences of culture, interpersonal relationships, societal structures, media, and technology on practice. Explores the role of communication in a variety of health contexts, such as health care delivery, health promotion, disease prevention, and risk communication.

**Attributes:** BHS-Professional, CMM Studies Explorations, CMM Studies Foundations, Medical Humanities

**CMM 3110 - Feature Writing****Credit(s): 3 Credits**

Analysis of contemporary newspaper and magazine feature writing techniques. Required assignments in common feature genres, such as seasonal stories, profiles, and how-to and travel articles.

**Prerequisite(s):** CMM 2100

**Attributes:** CMM JAMS Advanced Writing

**CMM 3120 - Media Scriptwriting****Credit(s): 3 Credits**

This course explores the art and crafts of media storytelling. Juggling the 'audio' (music, sound, silence, words), 'visual' (design) and 'scriptwriting' (art of the drama) crafts, the students work all semester to construct a final project: a written, produced, directed episode for an original television series.

**Prerequisite(s):** (CMM 2100 or CMM 2120)

**Attributes:** CMM JAMS Advanced Writing, CMM Production Course Req, Film Studies, Film Studies Creation

**CMM 3130 - Editorial and Opinion Writing****Credit(s): 3 Credits**

Problems of writing editorials, news analyses, and opinion pieces. Course includes reading and writing about topical and controversial national and international issues.

**Prerequisite(s):** CMM 2100

**Attributes:** CMM JAMS Advanced Writing

**CMM 3200 - Organizational Communication****Credit(s): 3 Credits**

Discusses basic theories and concepts related to the study of communication in organizations. Considers a variety of theoretical approaches to the study of organizational settings, as well as specific organizational communication issues such as decision-making, feedback, conflict management, diversity, and technology in light of those theoretical approaches.

**Attributes:** CMM Studies Explorations, CMM Studies Foundations

**CMM 3300 - Intercultural Communication****Credit(s): 3 Credits**

Introduces the role of culture in the process of human interaction and encourages in-depth analysis of the unique challenges posed by intercultural encounters. Develops a better understanding of culture and the many ways in which it influences interaction between individuals and groups.

**Prerequisite(s):** Minimum Earned Credits of 15

**Attributes:** African American Studies, CMM Studies Explorations, CMM Studies Foundations, Global Local Justice-Global, International Studies, International Studies-Arts, UUC:Identities in Context, UUC:Social & Behavioral Sci, Diversity in the US (A&S), Women's & Gender Studies

**CMM 3420 - Literary Journalism****Credit(s): 3 Credits**

Analyzes recent trends in American magazine and long-form journalism. Discusses stylistic strategies of writers such as Tom Wolfe, Joan Didion, Hunter Thompson, and E.B White, and explores recent debates about journalism as a cultural practice.

**Prerequisite(s):** CMM 2100

**Attributes:** CMM JAMS Foundations

**CMM 3440 - Media Ethics****Credit(s): 3 Credits**

This course introduces students to a range of ethical issues facing media and their practitioners in an increasingly globalized, mediated world. Students explore what constitutes ethical media practices and what interferes with those ethical practices in a variety of media professions.

**Attributes:** CMM JAMS Foundations, Catholic Studies-Elective

**CMM 3460 - International Cinema****Credit(s): 3 Credits**

The course explores cinema across a vast swath of the Earth's surface as well as film practices that cut across genres and artistic movements (e.g., Dogme95, "New Waves"). We place auteurs, national industries and production histories in close-up, while embedding each film's within its contemporaneous political and social currents.

**Prerequisite(s):** CMM 2800

**Attributes:** Cultural Diversity in the EU, International Studies, International Studies-Arts, UUC:Aesthetics, Hist & Culture

**CMM 3500 - Integrated Strategic Communication Principles****Credit(s): 3 Credits**

This course is designed to provide a foundation to prepare students for the advanced advertising and/or public relations courses in areas such as research, media strategy, creative development, and management. Examines a variety of topics, including introduction to advertising and public relations theory, planning, and practice. Examines the relationship between clients, practitioners, and the media industry. Includes a variety of advertising and public relations activities designed to give students a working understanding of how advertising and public relations functions.

**CMM 3510 - Studio Production****Credit(s): 3 Credits**

The course creates a season of television shows, each produced in various professional formats. Students perform one of the following roles for each new show: producer, director, on-camera talent, technical director, or audio operator.

**Attributes:** CMM Production Course Req

**CMM 3530 - Documentary Production****Credit(s): 3 Credits**

Documentary Production covers the practice of audio and video documentary production. Students will learn to appreciate and critique different documentary genres; choose and research a topic, engage in fieldwork, and edit audio and still and moving images. Students will produce several types of documentary projects.

**Attributes:** CMM Production Course Req, Film Studies Creation, Film & Media - Production

**CMM 3560 - Publication Design****Credit(s): 3 Credits**

Principles of effective visual communication applied to the planning, design, production, and distribution of digital and print publications.

**Attributes:** CMM Production Course Req

**CMM 3600 - Public Relations Principles and Practices****Credit(s): 3 Credits**

Introduces basic public relations concepts. Examines the relationship between clients, practitioners, and the news media. Includes a variety of public relations activities designed to give students a working understanding of how public relations functions.

**CMM 3610 - Writing for Public Relations****Credit(s): 3 Credits**

Covers forms of professional writing practiced in corporate, nonprofit, and government public relations. Requires writing of informative and persuasive messages, press releases, PSAs, feature profiles, and backgrounders, and preparation of press kits.

**Prerequisite(s):** CMM 2100; (CMM 3600, CMM 3700, or CMM 3500)

**CMM 3700 - Advertising Principles and Practices****Credit(s): 3 Credits**

This course is designed to provide a foundation to prepare students for the advanced advertising courses in areas such as research, media strategy, creative development, and management. Examines a variety of topics, including introduction to advertising theory, planning, and practice. Course maintains a balance of persuasive theory and technique.

**CMM 3710 - Copywriting****Credit(s): 3 Credits**

Teaches students to use their creative skills to write and produce effective ads, commercials, and advertising campaigns. Students learn to think strategically as well as imaginatively, working in small groups to brainstorm and think 'outside the lines.' Students also start preparing portfolios for presentation.

**Prerequisite(s):** CMM 2100; (CMM 3700, CMM 3600, or CMM 3500)

**CMM 3840 - Analysis of Popular Culture****Credit(s): 3 Credits**

Discusses methodologies used to study popular symbols, rituals, and artifacts in everyday culture, such as those in television, radio, film, print, and sport, and the social practices by which such artifacts are produced and consumed. Readings draw on literature in rhetorical criticism, critical studies, and cultural studies.

**Prerequisite(s):** Minimum Earned Credits of 15

**Attributes:** CMM JAMS Foundations, CMM Studies Explorations, CMM Studies Foundations, UUC:Aesthetics, Hist & Culture

**CMM 3910 - Internship****Credit(s): 1-6 Credits** (Repeatable for credit)

**Attributes:** UUC:Reflection-in-Action

**CMM 3930 - Special Topics****Credit(s): 3 Credits** (Repeatable for credit)

**Prerequisite(s):** (CMM 2000 and CMM 2800)

**CMM 3980 - Independent Study****Credit(s): 1-3 Credits** (Repeatable for credit)**CMM 4000 - Family Communication****Credit(s): 3 Credits**

Examines the family as a communication system through which patterns of interaction develop, maintain, and enhance/disturb relationships. Explores theory and research on topics such as family culture and identity, conflict, and decision-making. Emphasizes critical analysis and development of effective verbal/nonverbal skills to promote healthy family communication.

**Prerequisite(s):** Minimum Earned Credits of 15

**Attributes:** CMM Studies Explorations, UUC:Social & Behavioral Sci

**CMM 4010X - Introduction to Linguistics****Credit(s): 3 Credits**

A survey of how the nature and structure of human language, focusing on English, are studied. Offered regularly.

**Attributes:** Educ Study of English Language, UUC:Social & Behavioral Sci

**CMM 4050 - Theories of Persuasion****Credit(s): 3 Credits**

Focuses on contemporary persuasion theory and research. Covers a variety of perspectives on the subject, such as motivation theory, social judgment, social movements, and advertising campaigns. The approach demonstrates how theories of persuasion can help guide the practice of human communication.

**Prerequisite(s):** CMM 1000

**Attributes:** CMM Studies Explorations, CMM Studies Foundations

**CMM 4070 - Social Justice Communication****Credit(s): 3 Credits**

This course focuses on how communication can address real-world social justice issues. Students will develop critical attention to and deeper imagination of social justice issues, creative strategies for responding to those issues, and practical communication skills for participating in and promoting a more socially just world.

**Attributes:** CMM Studies Explorations, CMM Studies Foundations, Global Local Justice-Domestic, Urban Poverty - Cycles Exclun

**CMM 4100 - Multiplatform Journalism****Credit(s): 3 Credits**

This course fosters students' journalism skills across platforms—students will learn how to combine audio, video, and photos with text to tell stories and how to evaluate when it is appropriate to use these tools.

**Prerequisite(s):** CMM 2100

**Attributes:** CMM JAMS Advanced Writing, CMM Production Course Req

**CMM 4160 - Editing****Credit(s): 3 Credits**

Teaches skills required for editing and proofing news, magazine, or book copy. Topics covered include close reading of manuscripts for grammar, style, structure, and word choice; writing of appropriate headlines; and trimming copy to fit space.

**Prerequisite(s):** CMM 2100

**Attributes:** CMM JAMS Advanced Writing

**CMM 4200 - Leadership and Teams****Credit(s): 3 Credits**

Examines formal and emergent leadership principles as they relate to productive teams. Focuses leadership communication, conflict management, team/group communication, techniques for analyzing and improving team communication skills, and technologies for connecting virtual team members. Prepares students to be effective and ethical team leaders/communicators in organizational contexts.

**Prerequisite(s):** CMM 1000

**Attributes:** CMM Studies Explorations, CMM Studies Foundations, UUC:Social & Behavioral Sci

**CMM 4220 - Conflict, Mediation and Negotiation****Credit(s): 3 Credits**

Examines the communication patterns people use in conflicts. Discusses the positive uses of conflict in relationships and organizations as well as successful methods for negotiating conflicts. Course includes case studies of conflicts in different contexts, as well as specific knowledge about organizational negotiation.

**Prerequisite(s):** CMM 1000

**Attributes:** CMM Studies Foundations, UUC:Social & Behavioral Sci

**CMM 4300 - Gender and Communication****Credit(s): 3 Credits**

This course explores the construction and performance of gender and identity within the context of communication.

**Prerequisite(s):** Minimum Earned Credits of 15

**Attributes:** CMM Studies Explorations, CMM Studies Foundations, UUC:Identities in Context, UUC:Social & Behavioral Sci, Diversity in the US (A&S), Women's & Gender Studies

**CMM 4310 - Dialogue Facilitation: Communication Strategies to Support Social Justice****Credit(s): 3 Credits** (Repeatable up to 6 credits)

This course is designed to develop student knowledge and skills to support dialogue across, and about, identity differences with a particular focus on race and racial identities to build capacity for effective facilitation skills, including communication, conflict exploration, and bridge building.

**Attributes:** CMM Studies Explorations, CMM Studies Foundations

**CMM 4320 - Communicating Across Racial Divisions****Credit(s): 3 Credits**

Focuses on the communication process in interactions between races in the United States, with emphasis on the relationship between Blacks and Whites. Examines how issues such as class structure, power and the history of race relations create barriers to effective communication and explores solutions to increase understanding.

**Prerequisite(s):** CMM 1000

**Attributes:** CMM Studies Explorations, CMM Studies Foundations, Global Local Justice-Domestic, Urban Poverty - Cycles Exclun, Diversity in the US (A&S)



**CMM 4350 - Stereotyping and Bias in the Mass Media****Credit(s): 3 Credits**

Examines debates over stereotyping and bias in the mass media. Considers the types of materials that have aroused charges of bias and surveys the historical, economic, political, and sociological perspectives that help explain stereotyping as a cultural practice.

**Prerequisite(s):** Minimum Earned Credits of 15

**Attributes:** CMM JAMS Foundations, UUC:Global Interdependence, Diversity in the US (A&S), Women's & Gender Studies

**CMM 4420 - Theory of Free Expression****Credit(s): 3 Credits**

This course introduces students to issues of free expression and First Amendment law and their manifestation in the legal system, particularly the U.S. Supreme Court. Broadly put, the course analyzes the history, political and philosophical arguments, legal cases, and controls associated with communicating freely.

**Attributes:** CMM JAMS Foundations

**CMM 4430 - Culture, Technology and Communication****Credit(s): 3 Credits**

Analyzes the interrelation of culture, technology, and communication in contemporary societies. Topics covered include the historical evolution of communication technology, the reorganization of social and psychic time and space, and recent debates about virtual reality.

**Attributes:** CMM JAMS Foundations, CMM Studies Explorations, CMM Studies Foundations, Film Studies

**CMM 4460 - Global Media****Credit(s): 3 Credits**

Comparative analysis of media systems, and the impact of market pressures and professional traditions on media form and content, with attention to the pushes and pulls of regionalization/globalization. Critical analysis of a variety of media (newspapers, films, television, advertisements, entertainment, internet) and their impact on audiences, subjectivities, societies and audiences.

**Attributes:** CMM JAMS Foundations, Global Citizenship (CAS), International Studies, International Studies-Arts, UUC:Global Interdependence, UUC:Social & Behavioral Sci

**CMM 4470 - Media and Politics****Credit(s): 3 Credits**

This upper level course provides students with theoretical, critical, and historical perspectives for analyzing how political campaigns communicate with the public and how the news media cover politics. Topics include political conventions, debates, candidate speeches, political advertising, opinion polls, news reports, news commentary, political humor, and new media uses.

**Attributes:** CMM JAMS Foundations

**CMM 4500 - Digital Portfolios and Professional Practice****Credit(s): 3 Credits**

In this class, you will develop and refine a digital communication portfolio that represents your individual professional identity in the field of communication. You will explore the technical, creative, and ethical aspects of creating and maintaining a digital portfolio that represents your individual professional identity in your chosen communication discipline. You will develop an understanding of professional standards and portfolio practices and apply those practices to your own digital portfolio. You will identify gaps in your portfolio and develop project(s) to fill those gaps. This class will help to prepare you to enter the professional communication discipline.

**Restrictions:**

Enrollment is limited to students with a program in Communication.

**Attributes:** CMM Production Course Req, UUC:Self in the World

**CMM 4590 - Advanced Media Practicum****Credit(s): 3 Credits** (Repeatable for credit)

Students will produce multimedia projects working directly with a local community organization. These projects will focus on telling the story of the organization based upon their media needs. Students will have the opportunity to write, produce and edit various short documentaries and other media projects. Instructor permission required.

**Attributes:** CMM Production Course Req

**CMM 4600 - Integrated Communications Campaigns****Credit(s): 3 Credits**

Explores techniques for researching, designing, presenting, and evaluating communication campaigns. Course emphasizes integration of public relations and advertising strategies in a comprehensive plan.

**Prerequisite(s):** CMM 2800; (CMM 3600, CMM 3700, MKT 3000, or CMM 3500); CMM 4700

**CMM 4610 - Social Media & Strategic Communication****Credit(s): 3 Credits**

This course teaches the principles of social media and how they should be utilized in strategic communication contexts, mainly in public relations. This is a semi-lecture course, combining discussions, case studies, and hands-on tasks. Students will create a social media campaign as a final project.

**Prerequisite(s):** CMM 3500

**CMM 4700 - Applied Research and Campaign Planning****Credit(s): 3 Credits**

Discusses use of primary and secondary research to develop objectives and strategies for an integrated advertising and promotion plan. Research methods used may include focus groups, observation, structured interviews, mall intercepts, and tested questionnaires.

**Prerequisite(s):** CMM 2800; (CMM 3600, CMM 3700, MKT 3400, or CMM 3500)

**CMM 4720 - NSAC Advertising Competition****Credit(s): 3 Credits** (Repeatable up to 6 credits)

Students participate in annual American Advertising Federation competition. They work as an advertising agency preparing research, media, creative, public relations and event marketing plans, and preparing plans book and making client presentation for national competition.

**Prerequisite(s):** CMM 4700

**CMM 4800 - Introduction to the Ethnography of Communication****Credit(s): 3 Credits**

This course will cover the ethnography of communication as a method (data collection and data analysis techniques) and methodology (the theoretical tenets that will guide the study of cultural communication). Students will learn how to use ethnographic research methods and write up their own ethnographic report.

**Prerequisite(s):** CMM 2800**CMM 4810 - Digital Storytelling****Credit(s): 3 Credits**

As a cultural practice digital storytelling is a way to learn about and represent the narratives existing within communities. This course teaches the theoretical and practical skills needed to create a digital story: (1) qualitative research methods, (2) narrative writing, and (3) digital production.

**Attributes:** CMM Production Course Req, Film Studies Creation, Film & Media - Production, Global Local Justice-Elective**CMM 4820 - Community-based Inquiry****Credit(s): 3 Credits**

In this course, students will learn about and engage in community-based inquiry in pursuit of social justice. This includes creating relationships with organizational partners, getting involved in community life, creating a research project in collaboration with diverse stakeholders, generating and analyzing data, and creating academic and community-focused project outcomes. As a team, students will draw on and apply their diverse disciplines to ask questions and seek answers to innovate responses to complex social issues.

**Prerequisite(s):** CORE 1000; CORE 1500\*

\* Concurrent enrollment allowed.

**Attributes:** CMM Studies Comm Inquiry, UUC:Collaborative Inquiry, UUC:Dignity, Ethics & Just Soc, UUC:Reflection-in-Action**CMM 4830 - Investigating Complexities in Health Communication: Collaborative Research in Action****Credit(s): 3 Credits**

The purpose of this course is to provide students from a variety of disciplines an opportunity to collaboratively create and complete a research project addressing a local issue or problem in health communication. Working as a team, students will design a research project that examines the issue/problem, gather data and analyze their findings. Students will produce a written report and presentation of their work that reviews their findings in light of health communication research and theory and offers a discussion of possible solutions, practical implications, and next steps for addressing the issue or problem.

**Prerequisite(s):** CORE 1000; CORE 1500\*

\* Concurrent enrollment allowed.

**Attributes:** CMM Studies Comm Inquiry, UUC:Collaborative Inquiry**CMM 4890X - Language and Black Womanhood****Credit(s): 3 Credits**

A Black feminist examination of language and Black women's lived experiences with specific attention to intersectional identities and strategies addressing disparities, the mandate for Black women's strength, and language use by and about Black women across communicative contexts.

**Attributes:** African American Studies, CMM Studies Foundations, Urban Poverty - Cycles Exclnsn, Diversity in the US (A&S), Women's & Gender Studies**CMM 4910 - Internship****Credit(s): 1-6 Credits** (Repeatable for credit)

Work experience with local business or non-profit organizations in the student's area of communication interest. Instructor permission required.

**Prerequisite(s):** (CMM 2100 or CMM 2120); CMM 1000; CMM 1200**Attributes:** UUC:Reflection-in-Action**CMM 4930 - Special Topics****Credit(s): 1-3 Credits** (Repeatable for credit)**CMM 4931 - Special Topics****Credit(s): 1-3 Credits** (Repeatable for credit)**CMM 4932 - Special Topics****Credit(s): 1-3 Credits** (Repeatable for credit)**CMM 4933 - Special Topics****Credit(s): 1-3 Credits** (Repeatable for credit)**CMM 4960 - Senior Capstone****Credit(s): 3 Credits**

Students will engage in a culminating project synthesizing the theories, research methods, and applications of Communication major coursework. Projects will showcase creativity, creative thinking, and the ability to solve a problem and/or address an important and significant issue in a way that demonstrates knowledge/skill mastery.

**Prerequisite(s):** CMM 2800**CMM 4980 - Advanced Independent Study****Credit(s): 0-6 Credits** (Repeatable for credit)**CMM 5000 - Graduate Study of Communication****Credit(s): 3 Credits**

An introduction to both the responsibilities and skills required of graduate students in Communication, and to the perspectives and theories that guide the study of the communication process in interpersonal, small group, organizational, intercultural, and mass communication contexts.

**CMM 5010 - Reading Foundations in Communication Theory****Credit(s): 3 Credits**

Engages students in a multi-theoretical examination of the communication process through the reading, written analysis, and discussion of books and historical importance in the discipline.

**Attributes:** Communication Grad Elective**CMM 5020 - Interpersonal Communication****Credit(s): 3 Credits**

Advanced study of human communication processes in dyadic and small group relationships. Application of related communication theory to the analysis of relational interaction across contexts. Study of the 'self and the other' as a communication system. Individual research required.

**Attributes:** Communication Grad Elective**CMM 5090X - Health Communication****Credit(s): 3 Credits**

This course provides an overview of theory and research on persuasive communication, emphasizing the application of persuasive communication principles to health education practice. Special emphasis is given to the application of new communication technologies to meet public health objectives. Students successfully completing this course will be able to analyze and critique health education and health promotion messages on the basis of theory and empirical research, and identify basic principles of persuasive communication which are applicable to health education practice.

**Attributes:** MPH-Global Health, MPH-Maternal & Child Health, Social Work PhD Specilization

**CMM 5200 - Organizational Communication****Credit(s): 3 Credits**

Advanced study of formal and informal communication in the organizational context. Students review, discuss, and critique research and theory in organizational communication with the goal on conducting a limited research project. Theoretical approaches covered in this course include classical, human relations, human resources, systems, cultural, critical, postmodern, and feminist theories.

**Attributes:** Communication Grad Elective

**CMM 5340 - Language, Equity and Inclusion****Credit(s): 3 Credits**

This course introduces students to the study of language, the relationship between language and culture, and how both create and sustain the development of social identity, differences, and divisions. Through the study of language in social and cultural contexts, students will better understand the significance of language and communication in the construction of inclusion, humanization, and affirmation of identity.

**Attributes:** Communication Grad Elective

**CMM 5400 - Contemporary Issues in Media****Credit(s): 3 Credits**

This course provides students with an introduction to the field of media studies and journalism research along with a cutting-edge perspective on contemporary challenges in journalism. Through the study of current media trends and individual research, we will explore and imagine more equitable news systems.

**Attributes:** Communication Grad Elective

**CMM 5600 - Strategic Communication****Credit(s): 3 Credits**

Strategic Communication is the planning and execution of a wide variety of advertising, promotional, and relationship-management messages for brands, products, services, and organizations, both for- and non-profit. This is an applied course that asks students to develop and create collateral materials for a strategic communication case study.

**Attributes:** Communication Grad Elective

**CMM 5800 - Res Methods in Communication****Credit(s): 3 Credits**

An introduction to the research process in the study of communication. Emphasis is on formulating research questions, methods of data collection, data management, and data analysis to help students become more skillful researchers and more knowledgeable interpreters of others research.

**Attributes:** Communication Grad Elective

**CMM 5801 - Quantitative Research Methods for Communication****Credit(s): 3 Credits**

An introduction to social scientific research methods for the study of communication. Emphasizes understanding the logic and process of social scientific inquiry. Develops skills in designing research and conducting basic analyses of quantitative data for scholarly and professional research endeavors. (Offered in Fall)

**CMM 5802 - Qualitative Inquiry for Communication and Social Justice****Credit(s): 3 Credits**

An introduction to qualitative inquiry for the study of communication from various social justice traditions. Emphasis is on understanding and engaging in qualitative communication research practice that seeks to create knowledge for the sake of liberation and life-enhancement. (Offered in Spring)

**CMM 5810 - Digital Storytelling****Credit(s): 3 Credits**

Digital Storytelling explores the practical and theoretical components of cultural reporting and non-fiction narrative. This course involves employing the key skills needed to create multi-media digital stories: (1) qualitative research methods, (2) narrative writing, (3) critical thinking and (4) technical production.

**Attributes:** Communication Grad Elective

**CMM 5820 - Advanced Research Methods****Credit(s): 3 Credits (Repeatable for credit)**

Introduces methods commonly used by scholars in the humanities and social sciences to study a wide range of cultural texts and practices. discusses some of the theoretical differences among the most common approaches to cultural studies. Readings include representative works by scholars in communication, sociology, history, and literature.

**Attributes:** Communication Grad Elective

**CMM 5890 - Applied Project****Credit(s): 1-3 Credits (Repeatable for credit)**

Credits taken by students completing an Applied Project.

**CMM 5930 - Special Topics****Credit(s): 3 Credits (Repeatable for credit)**

**Attributes:** Communication Grad Elective

**CMM 5980 - Graduate Reading Course****Credit(s): 1-3 Credits (Repeatable for credit)**

Investigation of a specific and focused problem in communication, to be conducted with the supervisor of a full-time faculty member in Communication.

**Attributes:** Communication Grad Elective

**CMM 5990 - Thesis Research****Credit(s): 0-6 Credits (Repeatable for credit)**