COMMUNICATION-PS (CMMK)

CMMK 1000 - Intro to Human Communication  
Credit(s): 3 Credits  
This course offers comprehensive coverage of the fundamentals of human communication including perception, listening, self, and verbal and nonverbal messages; interpersonal and intercultural communication; small group communication, including interviewing; and mass communication. Research and theory in classical and contemporary approaches will be covered. The knowledge and skills learned will be applied across the entire curriculum.  
Restrictions:  
Enrollment limited to students in the Schl for Professional Studies college.  
Attributes: Prof. Studies Students Only

CMMK 1210 - Public Speaking in Org. Life  
Credit(s): 3 Credits  
This course promotes principles of effective public speaking and provides opportunities for the development of speaking skills. The course will examine: standards for evaluating personal performance and the performances of others; speeches and presentations required in modern organizations; speaking clearly and persuasively; and effective audience interaction. Students will become familiar with presentation technologies. The knowledge and skills learned will be applied across the entire curriculum.  
Restrictions:  
Enrollment limited to students in the Schl for Professional Studies college.  
Attributes: Prof. Studies Students Only

CMMK 2010 - Principles of Effective Communication  
Credit(s): 3 Credits  
This course surveys major concepts, theories, and research approaches in the study of human communication(s). Students will examine the ways communication(s) shapes our experience of the world, the role of communication(s) in shaping personal identities, and establishing and maintaining interpersonal relationships in professional settings and organizations. The course covers basic human communication processes in the contexts of relationships, groups, organizations, culture, as well as the interface of human and mediated interaction(s), with an emphasis on communication (i.e., communication technology, mass media and society, visual type communications, etc.) instead of just human communication.  
Prerequisite(s): CMMK 1210  
Restrictions:  
Enrollment limited to students in the Schl for Professional Studies college.  
Attributes: Prof. Studies Students Only

CMMK 3010 - Integrated Corporate Communication  
Credit(s): 3 Credits  
In this course, students will plan and implement online communication strategies designed to meet an organization's goals. This course will take a strategic approach, in which students define the organization's objectives, analyze audiences, select appropriate digital communication channels, create and launch digital content, and evaluate the effectiveness of their efforts. Students will learn basic principles of audience-focused web writing and website content organization, discuss the importance of engaging organizational stakeholders, and gain practical experience with digital media and tools.  
Prerequisite(s): CMMK 1210; ENGL 1905  
Restrictions:  
Enrollment limited to students in the Schl for Professional Studies college.  
Attributes: Prof. Studies Students Only

CMMK 3230 - Business & Prof. Communication  
Credit(s): 3 Credits  
Practical instruction and experience in developing professional communication skills for conferences, reports, sales, media and other professional speaking situations will be covered. Students will be required to demonstrate presentational skills in a variety of business and professional presentations including crisis briefings, proposals, sales, and technical presentations.  
Prerequisite(s): CMMK 1000; CMMK 1210; ENGL 4005  
Restrictions:  
Enrollment limited to students in the Schl for Professional Studies college.  
Attributes: Prof. Studies Students Only

CMMK 3250 - Strategic Communication Across Professional Settings  
Credit(s): 3 Credits  
This course addressed the role of integrated corporate communication in achieving an organization's strategic goals. Students will explore internal and external corporate communication functions, formulate communication strategy, choose appropriate communication channels and tactics, and assess the effectiveness of corporate communication. Students will refine communication skills by delivering business and professional presentations appropriate to specific corporate communication functions and settings.  
Prerequisite(s): CMMK 1210; ENGL 1905  
Restrictions:  
Enrollment limited to students in the Schl for Professional Studies college.  
Attributes: Prof. Studies Students Only

CMMK 2930 - Special Topics in Communication  
Credit(s): 3 Credits (Repeatable for credit)  
Special topics in the communication profession or discipline. Offered as needed.  
Prerequisite(s): ENGL 1905

CMMK 2980 - Independent Study  
Credit(s): 1 or 3 Credits (Repeatable for credit)
CMMK 3500 - Ethics in Professional Communication  
**Credit(s): 3 Credits**  
This course is an overture of classical and contemporary approaches to communication ethics. The course will closely examine and apply ethical practice in specific professional and organizational situations. Upon completion of the course, students will have a clear comprehension of theoretical and practical methods with which to develop and apply personal guidelines for making ethical decisions in business, corporate and organizational world.  
**Prerequisite(s):** CMMK 1210; ENGL 1900  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 3600 - Public Relations Princ & Pract  
**Credit(s): 3 Credits**  
This course surveys the basic concepts and principles in the multifaceted field of public relations. Students will attain knowledge and understanding of the role and functions of public relations in a global society, including the role of the public relations professional as a liaison between all stakeholders, internal and external. The historical evolution of public relations; career opportunities in the field; and professional, ethical, and legal responsibilities will be discussed. Learning will be reinforced through case study analysis and development, written papers, interactive discussions, and oral presentations.  
**Prerequisite(s):** CMMK 1000; CMMK 1210; ENGL 1905  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 3650 - Professional Communication Between Cultures  
**Credit(s): 3 Credits**  
This course explores the role of communication in understanding, accepting and appreciating cultural differences in professional settings. Students will learn that “culture” can include not only issues of nationality, ethnicity and race, but also gender, socioeconomic status, age, disability, and many other factors. Students will discuss the many facets of culture, explore the relationship between culture and communication, and apply intercultural communication principles in order to communicate with confidence, empathy, and integrity in professional contexts within a global society.  
**Prerequisite(s):** CMMK 1210; ENGL 1900  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 3700 - Advertising Principles & Practices  
**Credit(s): 3 Credits**  
This course explores the numerous dimensions of advertising - as a business, a creative communication process, a social phenomenon, and a fundamental ingredient of the free enterprise system. Students will have the opportunity to analyze advertising perspectives; develop marketing and advertising strategies; integrate advertising with other elements of the communications mix; and create advertisements and commercials. Ethics and social responsibility will be emphasized throughout the course. Learning will be facilitated through interactive discussions, case analysis, written assignments, oral presentations, and the critical analysis of an advertising campaign. Prerequisites: CMMK 1000, 1210, ENGL 400, PSYK 101, 205.  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

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

CMMK 3980 - Advanced Independent Studies  
**Credit(s): 1-4 Credits** (Repeatable for credit)  

CMMK 4090 - Theories of Persuasion  
**Credit(s): 3 Credits**  
This course provides an overview of the study of persuasion. In addition to the traditional study of public persuasion, students will gain a solid grounding in the principles of social influence and compliance gaining as they apply to daily interpersonal interaction. Students will become familiar with theory and research in the field and apply strategies and techniques of persuasion across communication contexts. Learning will be demonstrated through interactive discussions, research papers, group projects and professional presentations.  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 4150 - Public Relations Principles and Practices  
**Credit(s): 3 Credits**  
This course surveys the basic concepts and principles in the multifaceted field of public relations. Students will learn about the role and functions of public relations professional as a liaison between all stakeholders, internal and external. The historical evolution of public relations; career opportunities in the field; and professional, ethical, and legal responsibilities will be discussed. Learning will be facilitated through interactive discussions, case analysis, written assignments, oral presentations, and the critical analysis of an advertising campaign. Prerequisites: CMMK 1000, 1210, ENGL 400, PSYK 101, 205.  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 4700 - Advertising Principles & Practices  
**Credit(s): 3 Credits**  
This course explores the numerous dimensions of advertising - as a business, a creative communication process, a social phenomenon, and a fundamental ingredient of the free enterprise system. Students will have the opportunity to analyze advertising perspectives; develop marketing and advertising strategies; integrate advertising with other elements of the communications mix; and create advertisements and commercials. Ethics and social responsibility will be emphasized throughout the course. Learning will be facilitated through interactive discussions, case analysis, written assignments, oral presentations, and the critical analysis of an advertising campaign. Prerequisites: CMMK 1000, 1210, ENGL 400, PSYK 101, 205.  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 4930 - Special Topics  
**Credit(s): 3 Credits** (Repeatable for credit)  

CMMK 4980 - Advanced Independent Studies  
**Credit(s): 1-4 Credits** (Repeatable for credit)  

CMMK 4990 - Theories of Persuasion  
**Credit(s): 3 Credits**  
This course provides an overview of the study of persuasion. In addition to the traditional study of public persuasion, students will gain a solid grounding in the principles of social influence and compliance gaining as they apply to daily interpersonal interaction. Students will become familiar with theory and research in the field and apply strategies and techniques of persuasion across communication contexts. Learning will be demonstrated through interactive discussions, research papers, group projects and professional presentations.  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only

CMMK 4150 - Public Relations Principles and Practices  
**Credit(s): 3 Credits**  
This course surveys the basic concepts and principles in the multifaceted field of public relations. Students will learn about the role and functions of public relations professional as a liaison between all stakeholders, internal and external. The historical evolution of public relations; career opportunities in the field; and professional, ethical, and legal responsibilities will be discussed. Learning will be facilitated through interactive discussions, case analysis, written assignments, oral presentations, and the critical analysis of an advertising campaign. Prerequisites: CMMK 1000, 1210, ENGL 400, PSYK 101, 205.  
**Restrictions:**  
Enrollment limited to students in the Schl for Professional Studies college.  
**Attributes:** Prof. Studies Students Only
CMMK 4200 - Communicating in Small Groups
Credit(s): 3 Credits
Groups are an important and present aspect of our personal and professional lives. Each day we interact with small groups of people—family members, work teams, student groups; the ways in which we interact in groups has an impact on our professional, personal and community experiences. Group communication is complex and it is increasingly become more so in a globalized world. As our workplaces, families, and cultural institutions become more diverse, we are being asked to work in groups with members of communities different than our own. Whether individuals are of a different race/ethnicity, religion, gender, sexual orientation, age group, or level of ability, it is imperative that we learn to effectively communicate in the group setting. Learning the principles and processes of small group communication will enable you to function as a team member and/or leader in group setting. This course focuses on the theories, concepts, and practices of small group communication, with an emphasis on group development and roles, problem solving, and decision-making processes, leadership and conflict management in multicultural settings.

Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

CMMK 4270 - Advertising Principles and Practices
Credit(s): 3 Credits
This course explores the numerous dimensions of advertising— as a business, a creative communication process, a social phenomenon, and a fundamental ingredient of the free enterprise system. Students will have the opportunity to analyze advertising perspectives, develop marketing and advertising strategies, integrate advertising with other elements of the communications mix, and create advertisements and commercials. Ethics and social responsibility will emphasize throughout the course.

Pre-requisites: CMMK 121 and ENGL 400.

Prerequisite(s): CMMK 1210; ENGL 4000

Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

CMMK 4500 - Persuasion in Professional Communication
Credit(s): 3 Credits
This course explores the theory and practice of persuasion. In addition to the traditional study of public persuasion, students will gain a solid grounding in the principles of social influence and compliance gaining as they apply to interpersonal interaction in professional settings. Students will survey theory and research in the field and apply strategies and techniques of persuasion across professional communication contexts.

Pre-requisites: CMMK 121 and ENGL 400.

Prerequisite(s): CMMK 1210; ENGL 4000

Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

CMMK 4930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)

CMMK 4980 - Independent Study
Credit(s): 1 or 3 Credits (Repeatable for credit)