COMMUNICATION-PS (CMMK)

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.
Students in the Madrid, Spain campus may not enroll.
Attributes: Prof. Studies Students Only

CMMK 2930 - Special Topics in Communication
Credit(s): 3 Credits
Special topics in the communication profession or discipline. Offered as needed.
Prerequisite(s): ENGL 2005

CMMK 3010 - Strategic Digital 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 2005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Students in the Madrid, Spain campus may not enroll.
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 2005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

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 2005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Students in the Madrid, Spain campus may not enroll.
Attributes: Prof. Studies Students Only

CMMK 3650 - Professional Communication Between Cultures
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 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.
Prerequisite(s): CMMK 1210; ENGL 4005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Students in the Madrid, Spain campus may not enroll.
Attributes: Prof. Studies Students Only

CMMK 3930 - Special Topics
Credit(s): 3 Credits

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 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.
Prerequisite(s): CMMK 1210; ENGL 4005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Students in the Madrid, Spain campus may not enroll.
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.
Prerequisite(s): CMMK 1210; ENGL 4005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.

Students in the Madrid, Spain campus may not enroll.

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.
Prerequisite(s): CMMK 1210; ENGL 4005
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.

Students in the Madrid, Spain campus may not enroll.

Attributes: Prof. Studies Students Only

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

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