## COMMUNICATION-PS (CMMK)

### CMMK 1210 - Public Speaking in Org. Life
- **Credit(s):** 3 Credits
- **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)
- **Prerequisite(s):** ENGL 2005

### CMMK 3010 - Strategic Digital Communication
- **Credit(s):** 3 Credits
- **Prerequisite(s):** ENGL 2005; CMMK 1210
- **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
- **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
- **Prerequisite(s):** ENGL 2005; CMMK 1210
- **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
- **Prerequisite(s):** CMMK 1210; ENGL 4005
- **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 4150 - Public Relations Principles and Practices
- **Credit(s):** 3 Credits
- **Prerequisite(s):** ENGL 4005; CMMK 1210
- **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 4005
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): ENGL 4005; CMMK 1210
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)