Communication

Courses

COMM 1000 Effective Communication for College: 3 semester hours
A communication by objective approach is used to introduce students to effective communication in a college environment. Emphasis is placed on preparing and delivering effective messages whether written or spoken, formal or informal, digital or hardcopy.

COMM 1030 Interpersonal Communication I (MOTR COMM 120): 3 semester hours
Introduction to the theories of interpersonal communication. Emphasis on basic principles involved in one-to-one interactions.

COMM 1040 Introduction to Public Speaking (MOTR COMM 110): 3 semester hours
Theories and techniques of organization, argumentation, persuasion and delivery in public speaking.

COMM 1041 Presentational Speaking: 3 semester hours
Theories and techniques of presenting information in various contexts, formats, and settings. Emphasis is placed on strategic coordination for message effectiveness in a team-based environment.

COMM 1050 Introduction to Mass Communication: 3 semester hours
Introduction to oral, print, and electronic media of communication, including emerging digital formats. The course covers the major theories of mass communication effects as well as the social, organizational, economic, political, and technological factors that shape the creation and reception of mass media messages.

COMM 1135 Communication Theory: 3 semester hours
Survey of elements and processes critical to human communication behavior. Comparison of influential communication theories.

COMM 1150 Introduction to Public Relations: 3 semester hours
This course provides an introduction to contemporary persuasive social science principles, processes, and issues involved in the management of communications between an organization and its publics. An emphasis on ethics, law, and professional standards is highlighted.

COMM 1920 Applied Communication: 3 semester hours
Prerequisite: Consent of instructor. An intermediate experience in applied communication on UMSL’s campus, such as the school newspaper or radio station. Work must be done on campus, under supervision of a working professional, and in consultation with a faculty member. Repeatable, but no more than six hours of credit may be applied toward the 36-hour minimum required for the degree.

COMM 2180 Public Relations Writing: 3 semester hours
Prerequisites: COMM 1150 or ENGL 1100 or MEDIA ST 2180. An introduction to the process of planning, producing, and evaluating messages in public relations. Examines various forms of contemporary public relations writing, with special emphasis on preparation of messages for different media and audiences, setting long-range and short-term goals and objectives, and identifying appropriate message channels.

COMM 2230 Small Group Communication (MOTR COMM 125): 3 semester hours
Development of communication skills needed in small group decision-making. Application of these skills in contemporary problems.

COMM 2231 Communication in the Organization: 3 semester hours
Course integrates communication theories applicable to the structure and function of organizations. The effect of communication variables on departmental interface, member satisfaction and motivation, leadership and subordinate styles, and perception of the organization by the external environment.

COMM 2232 Effective Communication in the Organization: Tools for Leadership: 3 semester hours
This telecourse is designed to equip students with communication skills applicable to the organizational context. The course will present effective strategies for the articulation of ideas, with particular emphasis on the development of leadership skills.

COMM 2240 Persuasive Communication: 3 semester hours
A study of persuasive communication including theories, techniques, forms, functions, applications, potential and limitations for individual and organizations. Insights from both classical rhetoric and contemporary communication theory.

COMM 3130 Advanced Interpersonal Communication: 3 semester hours
Prerequisite: COMM 1030. Continuation of COMM 1030, focusing on contemporary theories and research regarding interpersonal relationships.

COMM 3150 Crisis, Disaster, and Risk Communication: 3 semester hours
Prerequisites: Junior standing or consent of instructor. Course will focus on three specialized areas within public relations: communication methods and infrastructure in relation to large-scale disaster management; organizational crisis communication; and public communication regarding environmental, chemical and other public risk issues.

COMM 3330 Research Methods in Communication I: 3 semester hours
Introduction to the fundamental tools of quantitative research in communication. Focus of the course is on reading and comprehending communication research reports rather than conducting quantitative research.

COMM 3332 Intercultural Communication: 3 semester hours
Prerequisite: Junior standing or consent of instructor. Study of culture as a variable in both interpersonal and collective communicative situations. Emphasis upon opportunities and problems arising from similarities or differences in communication patterns, processes, and codes among various cultural groups.

COMM 3337 Male/Female Communication: 3 semester hours
Prerequisite: Junior standing or consent of instructor. This course explores the influence of gender upon contemporary American communication behavior. Topics include semantic and syntactic variations in male and female speech, gender-role development as process and product of communication, analysis of communication patterns and barriers within gender groups. Mass, public, interpersonal, and dyadic communication contexts are considered.

COMM 3352 Mass Media in Society: 3 semester hours
Prerequisites: COMM 1050. Examination and evaluation of theories and literature concerning media content and its effect on society. Topics include the evidence relating to the effect of entertainment and information media on audiences’ behavior and attitudes, the factors that contribute to individual differences in responses to media content, and the ways the organizational structure of the media industries shape the type of content that is produced.
COMM 3353 Communication and Advocacy: 3 semester hours
This course reviews communication theory and research on the topic of social reform with an emphasis on the effectiveness of organized efforts to influence public opinion. Classic and contemporary case studies provide additional context to effective advocacy.

COMM 3355 Dangerous Messages: 3 semester hours
Prerequisites: Junior standing or consent of instructor. This course examines how communication can be used to promote as well as inhibit societal and individual well-being. Topics include alcohol and tobacco, drugs, sexual behavior, and others pertaining to health and risky behaviors. Stereotyping, diversity in media ownership and content, hate speech, and other topics with implications for the health of citizens individually and as a people may also be covered.

COMM 3358 Communication in Public Relations: 3 semester hours
Prerequisites: COMM 1150. This writing intensive course will cover ghostwriting for executives, brochure copy, feature writing and biographies. Topics include public relations planning and theory, designing strategies and tactics, segmenting publics and designing effective messages, communicating with top management and issue management.

COMM 3360 Media and Health Communication: 3 semester hours
Prerequisites: COMM 1050 or consent of instructor. This course explores the processes of health communication campaign design and evaluation. Course topics include health behavior change theories, influence of and use of media in campaigns, and strategic planning for campaigns.

COMM 3361 Interpersonal Health Communication: 3 semester hours
Prerequisites: COMM 1030 or consent of instructor. The course examines the theories and literature dealing with the role of interpersonal communication in health behavior and health care. It places a special focus on patient-provider communication, social support, and cultural conceptions of illness.

COMM 3367 Organizational Health Communication: 3 semester hours
Prerequisites: COMM 2231 and COMM 3361; or consent of instructor. This course examines the theories and literature dealing with the role of organizational communication in health behavior and health care. A service learning project with 15 hours of service is mandatory for the course.

COMM 3369 Special Topics in Health Communication: 3 semester hours
Prerequisites: COMM 3360 or COMM 3361 depending on the course topic and junior standing. This course provides an in-depth study of topics pertaining to current research in health communication. It may be repeated for credit once if topic is different.

COMM 3370 Social Media in Public Relations: 3 semester hours
Prerequisites: COMM 1150 or MEDIA ST 1100 or consent of instructor. The course presents an overview of how to use social media and blogging in contemporary public relations. Students will also learn how to evaluate and create a social media plan.

COMM 3371 Strategic Communication in the Digital Environment: 3 semester hours
Prerequisites: COMM 1050 or COMM 1150 or MEDIA ST 1100. This course considers how principles of persuasion apply to communication in digital and social media. It focuses on developing students’ understanding of persuasion by exposing them to theories and research, so that they develop the skills to craft effective and ethical persuasive strategies when using digital technologies and platforms.

COMM 3395 Special Topics in Communication: 3 semester hours
In-depth study of topics pertaining to current research in the department. May be repeated up to six credit hours if topic is different.

COMM 3398 Communication and Families: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of instructor. An examination of the features that contribute to effective and ineffective communication during conflicts. The course integrates communication research and theory with practical applications in negotiation and conflict resolution.

COMM 4035 Integrated Approaches—Public Relations, Advertising, & Promotion: 3 semester hours
Prerequisites: COMM 3358 or consent of instructor. Overview of how publicity, advertising and other promotional activities can be integrated into a single cohesive communication initiative or program.
COMM 4050 Narrative Experiences in Aging and Health Care: 3 semester hours
Same as SOC 4050, GERON 4050, and GS 4050. Prerequisites: Junior, senior or graduate student status, or consent of instructor. This course examines the experiences of older adults and their families in the navigation and receipt of primary and specialized health care services. Challenges associated with bias, ageism, ethical dilemmas, miscommunication, patient-provider dynamics, and family systems are addressed. Patient experiences are highlighted across the continuum of care with emphasis on improving current systems.

COMM 4100 Communication Campaigns: 3 semester hours
Prerequisite: COMM 1030, COMM 1050, COMM 1150 and junior standing or consent of instructor. This course focuses on the design, analysis, and implementation of mass communication-based information campaigns by integrating research and theory from interpersonal, mass communication, and public relations. It provides an advanced study of an organization’s public relations needs. It includes researching the situation, analyzing audiences, and preparing strategic plans for approved clients.

COMM 4199 Applied Strategic Communication: 3 semester hours
Prerequisites: Consent of instructor. This independent study course provides students with an applied experience in strategic communication. The course may require on-site visits to advertising and public relations firms and/or the development of multi-year strategic plans. This course may not be repeated for credit.

COMM 4360 Applied Health Communication: 3 semester hours
Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor; enrollment limited to health communication certificate students. Advanced practical work experience emphasizing communication skills within a health organization. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development, all with a health communication focus. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member.

COMM 4900 Directed Readings: 3 semester hours
Prerequisite: Consent of instructor. Supervised independent study focused on discipline-relevant content that expands on concepts and theories presented in communication courses. May be repeated for credit.

COMM 4905 Directed Readings in Health Communication: 3 semester hours
Prerequisites: Consent of instructor. Supervised independent study focused on discipline-relevant content in health communication that expands on concepts and theories presented in health communication courses. May be repeated once for credit.

COMM 4910 Supervised Research: 1-3 semester hours
Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience that includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated with consent of department.

COMM 4915 Supervised Research in Health Communication: 1-3 semester hours
Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience in the area of health communication. Includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated for up to 6 credit hours total with consent of department.

COMM 4920 Practicum in Applied Communication: 1-3 semester hours
Prerequisite: Junior standing, at least 12 hours of course work in Communication, and consent of instructor; open to Communication majors/minors. Practicum work experience with any discipline-relevant unit at UMSL including, but not limited to: the offices of students affairs, public relations, and research administration; the school newspaper or radio station; and intra-departmental activities. Work must be done on campus, under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in practicum courses toward the 36-hour minimum required for the degree.

COMM 4950 Internship in Applied Communication: 3-6 semester hours
Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor; open to Communication majors only. Advanced practical work experience emphasizing communication skills with any discipline-relevant entity. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in internship courses toward the 35-hour minimum required for the degree.

COMM 5000 ACP - Elements of Public Speaking: 3 semester hours
Prerequisites: Graduate standing, special consent. This course focuses on the delivery of theory and research based public speaking content for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5010 ACP: Elements of Debate: 3 semester hours
Prerequisites: Graduate standing, special consent. This course focuses on developing a comprehensive understanding of the theory and research typically taught in college level forensics and debate courses. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5020 ACP - Persuasion and Influence: 3 semester hours
Prerequisites: Graduate standing, special consent. This course focuses on developing a strong background in the research and theory that underlies attempts to persuade and influence others through the use of effective communication. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Programs.

COMM 5050 ACP - Special Topics: 3-6 semester hours
Prerequisites: COMM 5000, COMM 5010, and COMM 5020, Special Consent. This rotating topic course focuses on developing knowledge of communication theory and research applicable to the context of teaching public speaking and debate. Topics may include such issues as nonverbal communication, conflict communication, and argumentation, among others. Designed for teachers seeking certification to teach in the Advanced Credit Program. May be repeated for a maximum of 6 credit hours.
COMM 5099 ACP - Observation and Implementation: 3 semester hours
Prerequisites: COMM 5000, COMM 5010, COMM 5020 and COMM 5050, special consent. Provides a capstone experience for teachers seeking to teach communication courses in the advanced credit program. While enrolled, participants will implement an ACP course in their school under the supervision of the Communication Department's advanced Credit Program Liaison.

COMM 6500 Seminar in Communication Theory: 3 semester hours
Prerequisite: Graduate standing. Examination of the theoretical, methodological, and philosophy of science issues in the discipline of communication. Examines general, micro, contextual, and interdisciplinary (symbiotic) communication theories. Required of all graduate communication students.

COMM 6510 Advanced Communication Research Methods I: 3 semester hours
Prerequisites: Graduate standing. Concerns the logic and forms of communication inquiry including an examination of various communication research and evaluation methods and their theoretical frameworks. Topics include communication research strategy and methodology, scientific process, derivation and test of hypotheses, methods of research design. Provides and orientation to graduate research including proposal development for thesis, internship and paper requirements, and includes a theory-based research project of the student's choice. Required of all graduate communication students.

COMM 6515 Advanced Communication Research Methods II: 3 semester hours
Prerequisite: COMM 6510 or consent of instructor. Overview of the most commonly utilized methods in quantitative data analysis statistical methods in communication with an emphasis on understanding how the statistic is reported in scholarly articles and when to use that method, rather than in the mathematical computation of the method. Topics include: descriptive statistics, single and multi-factor analysis of variance, simple and multiple linear regression, basics of nonlinear regression, analysis of categorical data, meta-analysis, and non-parametric statistical methods. Required of all graduate communication students.

COMM 6600 Seminar in Strategic Communication in Organizations: 3 semester hours
Prerequisite: Graduate standing. Examines the function of communication in the workplace. Students will study various frameworks for understanding organizational communication, implications of major organizational theories, and strategic communication processes in organizations. Interpersonal sensitivity, communication skills, and ethical values within organizations are also examined.

COMM 6700 Seminar in Mass Communication: 3 semester hours
Prerequisites: Graduate Standing. Examines the theories and research pertaining to media industries, content, and users. Topics include the impact of technology on media content and usage patterns, media effects on society and on individuals, media representation patterns, and the reasons users select particular types of content.

COMM 6750 Media Reception Processes: 3 semester hours
Prerequisites: COMM 6510 or consent of instructor. Examines how audiences select, interpret, and respond to media messages. Students, typically in a group, are involved in developing and carrying out a research study investigating the topic.

COMM 6800 Seminar in Health Communication: 3 semester hours
Prerequisites: Graduate Standing. Examines the theories that researchers use to investigate health communication phenomena, as well as the application of those theories to understanding and enhancing health. Course topics include health campaigns and interventions, patient-provider communication, and cultural perceptions of health.

COMM 6815 Persuasion and Influence in Communication: 3 semester hours
Prerequisite: Graduate Standing. Broad-based examination of the major theories of social influence and persuasion and their practical applications.

COMM 6830 Seminar in Special Topics in Communication: 3 semester hours
Prerequisite: Graduate Standing. Selected topics in the study of communication. Review of the communication theory and methods appropriate to the topic. The course includes a research project. May be repeated if the topic is different.

COMM 6900 Directed Readings in Communication: 1-6 semester hours
Prerequisite: Graduate Standing and consent of instructor. Independent study of published research and reports relating to a specific topic in communication. May be repeated for credit with permission of advisor.

COMM 6910 Supervised Research in Communication: 1-3 semester hours
Prerequisites: Graduate Standing and consent of instructor. Primary research on specific topics in communication. May involve collaborative research with a faculty member on a topic of mutual interest or data collection/analysis for a project developed by the student under the guidance of a faculty member. May be repeated for credit with permission of advisor.

COMM 6920 Practicum in Computer-Mediated Communication: 1-3 semester hours
Prerequisites: Graduate standing and consent of program director. Applied practice or research in collaboration with a faculty member.

COMM 6950 Graduate Internship: 3-6 semester hours
Prerequisites: Graduate standing and approval of graduate coordinator. Individual on-site internship in organizational or mass communication. May be repeated.

COMM 6960 Thesis Research and Preparation: 1-10 semester hours
Prerequisites: Graduate Standing and consent of instructor. Individual research for and preparation of the graduate thesis.