

COMMUNICATION (COMM)

Courses

COMM 694 SEMINAR *Repeatable* 1-6 Units

Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

COMM 696 SPECIAL STUDIES *Repeatable* 1-3 Units

Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

COMM 703 CORPORATE COMMUNICATION TOPICS 3 Units

Investigation of communication topics that reflect the communication issues within an organization (e.g., superior-subordinate, conflict resolution). Topics are selected on the basis of need, interest, or timeliness and may change each time the course is offered.

COMM 711 INSTRUCTIONAL COMMUNICATION 3 Units

This course focuses on the body of instructional communication research which, coupled with opportunities for observation and practice, will 1) enable students to analyze effective use of instructional communication principles in others and 2) demonstrate related skills during their instructional demonstrations.

COMM 712 CRISIS COMMUNICATION 3 Units

Theory and practice in composition and analysis of crisis communication plans. How to strategically compose and deliver theory-grounded persuasive messages during a crisis, as well as how to accurately assess effectiveness of messages among increasingly diverse stakeholders. How to justify different platforms for crisis message delivery. Crisis case studies in government, non-profit, entertainment, sports and corporate contexts.

COMM 720 STRATEGIC PLANNING 3 Units

This course emphasizes applying theory as a basis for communication planning, especially identifying strategies. Media effect theories for digital, social media and traditional media will be discussed. Course participants will study the application of these theories to develop a strategic communication plan that incorporates digital media, social media and traditional media and blends their use to optimal impact.

COMM 722 ISSUES IN HUMAN COMMUNICATION THEORY 3 Units

Advanced study and analysis of communication theories from various disciplinary viewpoints. Theories are discussed in terms of their assumptions, claims, strengths, and weaknesses.

PREREQ: COMM 422 OR CONSENT OF GRADUATE COORDINATOR, AND COMM 701

COMM 724 TECHNOLOGY, GLOBALIZATION, AND COMMUNICATION 3 Units

This course examines the intercultural and cross cultural rewards and challenges posed by globalization as a result of new technologies shrinking the world both temporally and physically. Communication practitioners will examine how the advent of new technologies have impacted disparate communication issues including majority/minority relations, the circulation and influence of cultural products, and the structuring of information flow.

COMM 727 CORPORATE COMMUNICATION ADMINISTRATION 3 Units

Seminar in communication practices within corporations. Topics include hierarchy, employees, culture, teams, and conflict. Discussions center around both theoretical and practical implications of communication within corporations.

COMM 740 SOCIAL AND NEW MEDIA MESSAGING 3 Units

The focus of this course is the proper design and implementation of social and new media messaging and delivery. Communication practitioners will gain a deeper understanding of social listening, analytics, creating and maintaining an effective digital media presence, using digital strategies to enhance traditional media, and using new media to reach diverse, fragmented audiences.

COMM 745 PRACTICING ADVOCACY AND INFLUENCE 3 Units

The focus of this course is on strategies and techniques to advocate for diverse groups and effectively influence various stakeholders. The course will examine platforms for advocacy and influence including face to face interaction, traditional media, and social/digital media and their effectiveness in various contexts.

COMM 763 HEALTH COMMUNICATION TOPICS 3 Units

This course will explore in depth a field within the health communication discipline, in accordance with faculty expertise.

COMM 764 HEALTH COMMUNICATION AND PUBLIC POLICY 3 Units

Health policy refers to decisions, plans, and actions that are undertaken to achieve specific health care goals within a society. This course examines the history, development, and current status of public health policy in relation to access and diversity issues. Emphasis on programs and legislation designed to facilitate access to healthcare and improve health communications for disadvantaged groups.

COMM 770 NEGOTIATION 0.5 Units

The graduate seminar, Negotiation, based on the Harvard Negotiation Project, approaches negotiation situations using principled strategies that leave both parties on firmer ground. Rather than using either hard or soft approaches, this class teaches students how to use both hard and soft approaches with an eye for mutual gain.

COMM 771 WRITING FOR THE 21ST CENTURY 0.5 Units

This course amplifies the need for clear and concise writing in today's fast-paced society. Communications today must be direct and understandable. To hone these skills in a professional writing context, students will craft strategy memos, SWOT analyses, press releases, project evaluations, features and emails. The course emphasizes Associated Press writing style for written communication that is accessible by any audience.

COMM 772 TEAM COMMUNICATION FOR HIGH-PERFORMING SMALL GROUPS 0.5 Units

Team Communication for High-Performing Small Groups will provide professionals with an array of case studies, practical strategies, and team-building exercises. These tools will give both team leads and team contributors the skills and knowledge they need to take their teams to the next level.

COMM 773 INCLUSIVE LEADERSHIP 0.5 Units

Workplace diversity encompasses gender, race, ethnicity, nationality, religious background, sexual orientation, age, ability, experience, group affiliation, and diversity of thought. Inclusive leaders need to consider all of these aspects of diversity among all stakeholders. This course will empower you to respond successfully to changes in the global workplace. You will explore principles and practices that can help you reap the benefits of increasingly diverse workplaces through inclusive leadership. You will learn to identify unconscious bias, practice equity and inclusion, engage in bystander intervention and empathetic listening, and understand the effects of privilege, implicit bias, microaggressions, and power imbalance.

COMM 774 MEDIA RELATIONS FOR COMMUNICATION PROFESSIONALS 0.5 Units

This course will examine the U.S. news media system and explore the functioning of American news organizations. This course will identify the rules and conventions of the news industry that drive media coverage. This course will discuss common strategies and tactics used by communication professionals to influence news media coverage of social issues and events. Students will gain an understanding of and experience creating commonly used media relations communication tools such as news releases, exclusive story pitches, and media placements.

COMM 775 SOCIAL MEDIA AND DIGITAL COMMUNICATION 0.5 Units

This course examines the theories that guide our understanding of social and new media. Social media has brought about a paradigm shift in how interpersonal communication takes place within digital environments. This course will give students an understanding of communication theories that reflect on social media, and how best to communicate, present oneself, and manage relationships in these spaces. Students will also learn why some social media sites become popular and surpass previously dominating platforms.

COMM 778 MANAGING THE MESSAGE: HAVING TOUGH CONVERSATIONS 0.5 Units

Conversational skills are a critical aspect of interpersonal communication. This course will help participants develop strong conversational skills that not only clearly convey a message and get results but do so in a way that allows the conversational partner to feel heard and understood.

COMM 780 WRITTEN COMMUNICATION FOR DIVERSE AUDIENCES 3 Units

The focus of this course is to hone advanced written communication skills for professional communicators. Students will create various forms of writing for the communication profession such as grants, white pages, reports, features, fund solicitations, relationship-building pieces, advertising copy, image branding and training materials. The course will include practice in targeting content for the needs of diverse audiences.

COMM 785 APPLIED COMMUNICATION RESEARCH 3 Units

An advanced-level graduate survey of methodologies and issues relevant to the applied practice of communication research in real world settings.

COMM 788 PROFESSIONAL COMMUNICATION CAPSTONE 3 Units

This course requires you to complete a portfolio showcasing your skills and expertise in the field of Professional Communication. This portfolio can then be shared with colleagues and employers. Secondly, through the reflective process of creating your digital portfolio, the course also functions as a tool through which you assess your personal and professional journey through your master's degree.

COMM 789 APPLIED COMMUNICATION PROJECT CREDITS 3 Units

Applied Communication Project (ACP) units allow a student to work with his/her project director and committee in further developing and completing the ACP, a capstone experience option emphasizing the application of communication theory and principles to solve a communication problem or meet a specific need relating to corporate communication or mass communication issues. ACP proposal forms available at <http://academics.uww.edu/comgrads/forms.html> or from the graduate coordinator. Note, Comm/Jourlnsm 799 Thesis credits and Comm/Jourlnsm 789 ACP credits may not be taken concurrently with Comm/Jourlnsm 798 Independent Study credits.

PREREQ: THE COMPLETION OF AN ACP PROPOSAL FORM AND COMPLETION OF 18 GRADUATE UNITS INCLUDING COMM 701, COMM 722 AND COMM 785

COMM 790 WORKSHOP 1 Units

Variable topics. Group activity oriented presentations emphasizing 'hands on' and participatory instructional techniques.

COMM 793 COMMUNICATION PRACTICUM Repeatable 1-3 Units

The Communication Practicum gives students, under the direction of a faculty advisor, the opportunity to apply their theoretical and research backgrounds in "real world" settings ranging from internships in organizations or agencies to other approved activities.

PREREQ: COMPLETION OF A PRACTICUM CONTRACT AND 18 GRADUATE CREDITS INCLUDING COMM 701, COMM 722, COMM 785

COMM 794 SEMINAR 1-3 Units

Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

COMM 796 SPECIAL STUDIES 1-3 Units

Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

COMM 798 INDIVIDUAL STUDIES Repeatable 1-3 Units

Study of a selected topic or topics under the direction of a faculty member. Students must complete the Independent Studies Form located at <http://www.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note: Comm 799/Jourlnsm 799 Thesis credits and Comm 789/Jourlnsm 789 ACP credits may not be taken concurrently with Comm 798/Jourlnsm 798 Independent Study credits.

COMM 799 THESIS RESEARCH 3 Units

Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisors and leading to the completion of a master's degree. For students choosing the thesis option, 3 units of Thesis Research (COMM 799) may count toward the 30 required credits. For students choosing the ACP option, 3 units of ACP (COMM 789) credits may count toward the required 30 units. Thesis prospectus forms are available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>. In addition, students must complete the Graduate School thesis proposal form available at <http://www.uww.edu/gradstudies/thesisform.php>. Note, Comm 799 credits may not be taken concurrently with Comm 798/Jourlnsm 798 credits.

PREREQ: COMPLETE 18 GRADUATE LEVEL UNITS INCLUDING COMM 701, COMM 722 AND COMM 785 AND SUBMIT A SIGNED THESIS PROSPECTUS DEVELOPED IN CONSULTATION WITH THEIR CAPSTONE FACULTY COMMITTEE