CM202: Mass Media and Broadcasting
This course examines the roles of creators, consumers, and advertisers in a variety of mass media industries, including print, radio, film, television, and the World Wide Web. Discussions focus on the effects of technological advancements, government and industry regulation, advertiser and consumer feedback, and economic factors on mass media in the professional world, as well as legal, ethical, and cultural issues in mass communication and industry.
Quarter Credit Hours: 5 | Prerequisite: None

CM206: Interpersonal Communications
This course introduces you to the principles of interpersonal communication and emphasizes how to be a more effective communicator in professional and personal situations. Emphasis is on interpersonal communication in varying contexts, focusing on professional communication as well as personal, social, and cultural dimensions. Topics include the communication process, the influence of perception on communication, verbal and nonverbal elements of interaction, listening, the communication of emotions, conflict management, and effective communication strategies.
Quarter Credit Hours: 5 | Prerequisite: None

CM107: College Composition I
Building on your existing writing strengths will help develop a foundation for a successful education and career. You will learn strategies to express yourself with confidence and communicate your ideas effectively in personal, academic, and professional situations.
Quarter Credit Hours: 5 | Prerequisite: None

CM107M1: Understanding What You Read - A Pathway to Reading and Writing Success
Apply reading skills to determine the elements of effective writing.
Quarter Credit Hours: 1 | Prerequisite: None

CM107M2: Using Language Appropriate to Audience and Writing Situation
Use language appropriate to audience and situation in a personal document.
Quarter Credit Hours: 1 | Prerequisite: None

CM107M3: Writing an Effective Academic Essay
Apply strategies to write effective academic documents.
Quarter Credit Hours: 1 | Prerequisite: None

CM107M4: Locating, Integrating, and Citing Reliable and Relevant Sources
Demonstrate when, how, and why to support your writing with appropriate research.
Quarter Credit Hours: 1 | Prerequisite: None

CM107M5: Writing Effective Professional Documents
Apply strategies to write effective professional documents.
Quarter Credit Hours: 1 | Prerequisite: None

CM111: Communication Program and Profession
This course introduces students to the communication field and the Bachelor of Science in Communication degree program. The field of study, skill sets, and the process of communication will be discussed. You will research the communication degree and class offerings along with your professional and personal goals in order to map out your specific degree plan.
Quarter Credit Hours: 5 | Prerequisite: None

CM115: Communication - Concepts and Skills
In this course you will study effective communication skills that can be used in your personal and professional lives. You will explore the dimensions of communication, focusing on topics that include interpersonal behaviors, such as verbal and nonverbal communication, cross-cultural communication, and group and organizational communication. You will also study the history and theories of mass communication and computer-mediated communication (CMC), and the role mass communication and CMC play in modern society. The course also surveys issues related to regulation, ethics and globalization, and the impact of social media and emerging technologies on society and culture.
Quarter Credit Hours: 5 | Prerequisite: None
CM214: Public Speaking for the Professional
This course provides you with essential skills and practical instruction for public speaking in a variety of professional situations. You will learn how to create presentations that are organized, well researched, and credible. In addition to learning how to be an effective oral communicator, you will explore how to address diverse audiences and analyze the impact of their communication for intended purpose and ethical considerations. You will critique speeches and then create and deliver your own presentations to understand what constitutes effective speaking.
Quarter Credit Hours: 1 | Prerequisite: Any college composition course

CM220: College Composition II
This course will help you apply research and critical thinking skills to develop effective persuasive, problem-solving arguments. You will learn to create logical thesis statements, integrate research to support ideas in an academic essay, craft a digital media presentation, and work constructively with peers to enhance your ideas.
Quarter Credit Hours: 5 | Prerequisite: None

CM220M1: Defining Effective Communication in Different Contexts
Articulate what constitutes effective persuasive communication in personal, professional, and academic contexts.
Quarter Credit Hours: 1 | Prerequisite: None

CM220M2: Constructing Logical Arguments
Construct logical arguments.
Quarter Credit Hours: 1 | Prerequisite: None

CM220M3: Using Research to Support Academic and Professional Assertions
Conduct research to support assertions made in academic and professional situations.
Quarter Credit Hours: 1 | Prerequisite: None

CM220M4: Articulating a Strong Written Argument
Synthesize research and data into a written argument.
Quarter Credit Hours: 1 | Prerequisite: None

CM220M5: Communicating Solutions With Digital Media
Develop strategies for effective problem solving using digital media.
Quarter Credit Hours: 1 | Prerequisite: None

CM240: Technical Communication
This course is an introduction to various writing formats and styles designed specifically to facilitate workplace communication. You will study and practice audience analysis and evaluate the components of successful business correspondence, technical reports, instructions, proposals, and presentations. You will create a portfolio of technical documents written for professional audiences and demonstrate proficiency in technology and research, document design, and organization and writing style consistent with business and technical communication.
Quarter Credit Hours: 5 | Prerequisite: None

CM241: Foundations of Technical Communication
This course will examine fundamental components of technical communication, which include analyzing audience, defining objectives, designing documents, testing usability, and editing content. You will use digital media tools to create a formal technical document tailored to meet the needs of an identified audience.
Quarter Credit Hours: 2 | Prerequisite: None

CM241M1: Applying Technical Communication Skills to Various Contexts
Apply fundamental technical communication skills to practice-based situations.
Quarter Credit Hours: 1 | Prerequisite: Any college composition course

CM241M2: Using Digital Media Tools for Various Audiences
Present information using digital media tools for defined audiences.
Quarter Credit Hours: 1 | Prerequisite: Any college composition course

CM250: Fundamentals of Grammar and Editing
Writing well is an important communication skill for technical writers and those in other professional writing careers. This course addresses grammar basics, punctuation, sentence structure, style, and editing. You will practice editing your own writing at different stages, correcting and refining your writing skills.
Quarter Credit Hours: 5 | Prerequisite: None

CM270: Writing for Multimedia
Interactive multimedia involves engaging and dynamic presentations that interact with the user. The multimedia writer is required to understand and work with text-based content in combination with graphics, audio, video, still images, and animation. This course is designed to introduce students to the principles and techniques required to produce and write material for the world of multimedia and production. The course focus is on familiarizing students with emerging technologies, including the Web and presentation software, that enhance their skills as journalists and editors. Students will engage in interactive documentary creation using a variety of media in combination with critical thinking.
Quarter Credit Hours: 5 | Prerequisite: CM240

CM305: Communicating in a Diverse Society
This course provides you with skills necessary to communicate in a diverse society. You will gain an understanding of how obstacles to communicating with other people can be lessened through motivation, knowledge, and an appreciation of other cultures.
Quarter Credit Hours: 6 | Prerequisite: None

CM310: Communication and Conflict
This course focuses on the nature of communication and conflict in interpersonal and professional contexts. You will learn to apply theories of conflict and conflict resolution with an emphasis on ways to manage conflict to create productive and satisfying interpersonal and professional relationships. Topics include the nature of conflict, perspectives on conflict, interests and goals, the structure of conflict, conflict styles as well as how emotions function in conflict, and understanding effective conflict management strategies in various communication environments.
Quarter Credit Hours: 6 | Prerequisite: None

CM313: Digital Tools and Society
This course explores how digital technologies such as social media platforms and audio and video are influencing the dissemination of information to mass audiences. You will examine common best practices for such technologies, and you will also practice using a variety of digital technologies to communicate professionally, taking into account the importance of online safety, image management, online etiquette, and networking.
Quarter Credit Hours: 6 | Prerequisite: None

CM315: Group Dynamics and Team Building
Group dynamics and team building come into play whether working together as a team of professional colleagues or as a family. This course is designed to help you learn to communicate effectively and ethically in different group settings. By examining and analyzing real-world group projects, you will critically examine how members of a team can successfully interact, collaborate, and make decisions.
Quarter Credit Hours: 6 | Prerequisite: None
CM350: Public Relations Strategies
This course focuses on public relations processes and practices. You will learn how public relations practitioners work, the role of public relations in organizations, the theories and processes of public relations, and how relationships are built with public relations principles. Topics will include issues management, crisis communication, how public relations differs from marketing and advertising, persuasive techniques, ethical considerations, how to use research to support points, how to analyze media messages, and how to create effective public relations materials.
Quarter Credit Hours: 6 | Prerequisite: None

CM355: Public Relations Case Studies
This course focuses on analyzing case studies from various public relations campaigns across various industries. Practical applications include understanding communication theory, the public relations process, and factors that affect public relations campaign design and execution. Topics include public relations ethics and law, corporate social responsibility, social media, media relations, community relations, entertainment industries, crisis communication, and diversity and culture.
Quarter Credit Hours: 6 | Prerequisite: None

CM405: Communicating Persuasively
This course will explore the role of persuasion in various communication contexts, with a focus on rationale and narrative paradigms. An analysis of a target audience will be performed to better understand approaches to values, attitudes, beliefs, history, and experiences. Two different approaches to communicating persuasively will be presented, along with information on how to evaluate persuasive arguments.
Quarter Credit Hours: 6 | Prerequisite: None

CM410: Organizational Communication
This course focuses on the communication dynamics of organizations. You will learn about organizational communication theories, models, and processes. You will study the major components of organizational communication including power, culture, leadership, conflict management, teamwork, and ethics. Further, you will read and critique case studies showing organizational communication in professional applications. Finally, you will develop critical thinking skills to improve and manage communication within organizations.
Quarter Credit Hours: 6 | Prerequisite: None

CM455: Digital Public Relations and Communication
This course focuses on communicating in the digital space, with an emphasis on public relations and marketing initiatives. Practical applications include developing digital content strategy, writing for search engine optimization (SEO), understanding digital journeys and personas, measurement of digital communication, and digital content management.
Quarter Credit Hours: 6 | Prerequisite: None

CM460: Strategic Communication
This course focuses on strategic communication in a variety of contexts. You will explore the fundamentals of effective strategic communication including self-awareness, critical thinking, and the application of ethical standards. The concepts of crafting an effective message, professional communication, and leadership will be applied. In this class, you will develop strategic communication for diverse audiences.
Quarter Credit Hours: 6 | Prerequisite: None

CM465: Communication Law and Ethics
This course will look at the study of mass communication through ethics, codes, and how these elements are exercised through public relations. Within this course, there will be information given about laws that allow and prohibit communication and how communication can be regulated through ethics. The information in this course will help you have a better understanding of how to be effective in public relations while sustaining an ethical and legal approach.
Quarter Credit Hours: 6 | Prerequisite: None

CM499: Bachelor's Capstone in Communication
This capstone course is the culminating experience for the Bachelor of Science in Communication. This course builds on the concepts of all the courses students have taken within the program of study. The capstone course provides students with the opportunity to integrate and synthesize the knowledge and skills acquired throughout their coursework in an original comprehensive project, and to assess their level of mastery of the stated outcomes of their degree program.
Quarter Credit Hours: 6 | Prerequisite: Completion of the final term of the Bachelor of Science in Communication or permission from the Dean