

COMMUNICATION AND COMPOSITION (CM)

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

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 Communication

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

CM208: Communication Research Skills

The foundation of this course is to understand how research is conducted and evaluated in the communication field. The course highlights the basic functions of research methods used in modern data collection and analysis. Research theories, paradigms, and ethical considerations are explored. The tools of qualitative and quantitative research within the communication field are examined. An understanding of the application of methodologies within research design and the evaluation of those findings are employed to study a wide array of questions within the communication field.

Quarter Credit Hours: 5 | Prerequisite: None

CM214: Public Speaking for the Professional

This course will provide you with the fundamental and foundational knowledge of public speaking. You will learn effective strategies for developing and understanding oral communication. You will learn about the complexities of public speaking and examine how to communicate ethically to diverse audiences. You will also learn how to find adequate and credible research and outline speeches to prepare successful presentations. Finally, you will analyze successful and unsuccessful speeches.

Quarter Credit Hours: 5 | Prerequisite: None

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 professional and technical writing genres and their application in business and industry settings. You will design, write, and edit print and digital documents for a variety of audiences and purposes in professional and technical contexts.

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: None

CM241M2: Using Digital Media Tools for Various Audiences

Present information using digital media tools for defined audiences.

Quarter Credit Hours: 1 | Prerequisite: None

CM250: Modern Writing Essentials

Writing well is an indispensable communication skill for those in a wide variety of professions. Course topics include grammar and punctuation basics, sentence structure, and style. You will practice editing and proofreading your own writing to refine 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 different types of media. This course is designed to introduce you to the principles and techniques required to write material for the world of multimedia and production. You will examine emerging technologies that enhance your skills for multimedia writing.

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 skills are essential to understand when working together as a team of professional colleagues or as a group in personal situations. This course will give you the tools to communicate effectively and ethically in various group settings. You will learn how to balance tasks and social elements within diverse group environments to enhance your skillset to become an effective team member within the workplace.

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 emphasizes strategic communication in a variety of contexts. You will navigate through the fundamentals of effective strategic communication including self-awareness, critical thinking, applications of ethical standards, and effective leadership. Along with strategic communication theories, you will learn how to develop strategic messages, learn about the communication process in professional settings, and explore how to navigate through crises that may occur in different types of professional communication efforts. Finally, you will learn how to create strategic communication messages 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