300 Methods of Communication Inquiry
Fall, Spring, Summer. 3(3-0)
Process and functions of communication. Principles underlying communication behavior. Practice in analyzing communication situations and in speaking and writing.

225 An Introduction to Interpersonal Communication
Fall, Spring, Summer. 3(3-0)
Principles and practices of interpersonal communication. Emphasis on effective and responsible interpersonal communication.

240 Introduction to Organizational Communication
Fall, Spring, Summer. 4(4-0)
Theories, systems, structures and processes of organizational communication. Organizational cultures. Communication in multinational organizations and in individual, leadership, supervisor-subordinate and small group situations.

275 Effects of Mass Communication
Fall, Spring, Summer. 3(3-0)
Major social effects of mass media on audience behavior. Political communication. Media effects on children. Message strategies producing attitude change. Interrelationships between mass media and interpersonal communication.

330 Methods of Communication Research
Fall, Spring, Summer. 3(3-0) P: COM 300 or MKT 313 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education or in the Sales Communication Specialization.
Theory and research on dyadic and group relations within organizations. Leadership, motivation, networks, decision making, and organizational taxonomy.

360 Advanced Sales Communication
Fall, Spring, 3(3-0) Interdepartmental with Advertising and Marketing. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.
Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

375 Audience Response to Media Entertainment
Fall, Spring, 3(3-0) P: COM 300 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.
Theory and research on audience responses to media entertainment. Models of audience responses, reactions to violence in media, and children and the media.

391 Topics in Verbal, Intercultural, or Gender Communication
Fall, Spring. 4(4-0) A student may earn a maximum of 8 credits in all enrollments for this course. P: COM 300 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.
Verbal interaction, cultural diversity or gender communication.

399 Special Topics in Communication
Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: COM 300 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the College of Education.
Contemporary issues in communication.

402 Public Relations Topics in Communication
Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402. R: Open to undergraduate students in the Public Relations Specialization.
Current topics related to the practice of public relations.
815 Organizational Communication I
Spring. 3(3-0)
Emphasis on dyadic and group processes and organizational intervention strategies. Topics include managing diversity, organizational structure, and communication productivity.

816 Fundraising and Philanthropy in Nonprofit Organizations
Spring. 3(3-0) Interdepartmental with Advertising. Administered by Advertising. R: Open to graduate students in the College of Communication Arts and Sciences. Principles, function, practice, ethics, and process of fundraising and philanthropic development. Societal role of nonprofit organizations.

820 Communication Theory and Process
Fall. 3(3-0)
Role that theory plays in different areas of communication scholarship.

821 Mass Communication Theory and Research
Fall. Spring. 3(3-0) SA: TC 821
Current mass communication research and theories, including exposure patterns, diffusion of news and social effects of mass media.

822 Theories of Interpersonal Communication
Fall. 3(3-0)
Examination of a broad range of theories and research in interpersonal communication. Development of a theoretical foundation and demonstration of the utility of interpersonal theories in a variety of contexts.

828 Cross-Cultural Communication
Spring. 3(3-0)
Problems in communicating across cultural boundaries, focusing on the processes, theories, and methods in the study of intercultural communication.

830 Applied Communication Research II
Spring. 3(3-0)
Thesis production. Reporting and evaluating the results of communication research.

855 Codes and Code Systems
Spring. 4(4-0)
Structure and function of verbal and nonverbal communication. Relationship between discourse and context. Generation of meaning through interaction.

860 Persuasion
Fall. 3(3-0)
Use of messages to gain compliance and effect social change. Persuasion and attitude change from classical theories to contemporary situations.