COMMUNICATION  COM
Department of Communication  College of Communication
Arts and Sciences

100  Human Communication  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.

300  Methods of Communication Inquiry  Fall, Spring, Summer. 4(4-0)  RB: Completion of University mathematics requirement. SA: COM 200
Nature and conduct of communication inquiry. Significant questions about communication and finding systematic answers.

310  Intercultural Communication  Fall, Spring. 3(3-0) 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. How two or more people from different cultures or ethnic and racial groups use psychological, communicative, relational, nonverbal, contextual, and discourse strategies to conduct their relationships focusing on how miscommunication occurs and how people learn to be interculturally competent.

320  Diversity and Communication  Fall, Spring. 3(3-0) P: COM 300 R: Open to juniors or seniors in the College of Education or in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences. Explore the interplay between communication processes and diverse identities such as race, ethnicity, class, sexual orientation, and gender.

325  Interpersonal Influence and Conflict  Fall, Spring. 3(3-0) P: (COM 300 or concurrently) or (MKT 313 or concurrently) 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.
Theories, processes and models of interpersonal influence and conflict. Conflict resolution, persuasion, and compliance-gaining.

330  Health Communication  Spring. 3(3-0) P: COM 300 R: Open to undergraduate students in the College of Communication Arts and Sciences.
Survey of health communication theory and research. Provides a substantive foundation of relevant theories, research, practices, and current issues related to health communication across interpersonal, group, organizational, and mediated communication.

340  Leadership and Group Communication  Fall, Spring. 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.

399  Special Topics in Communication  Fall, Spring, Summer. 1 to 3 credits. 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.

401  Advanced Topics in Communication (W)  Spring. 4(4-0) P: (COM 300) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.
Exploring vital social, health, and political issues through communication research design.

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.

425  Communication in Close Relationships (W)  Fall, Spring. 4(4-0) P: (COM 225 and COM 300) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.
In-depth treatment of current research and of theoretical and methodological issues.

440  Organizational Communication Structure (W)  Fall, Spring. 4(4-0) P: (COM 300 and COM 240) and completion of Tier I writing requirement R: Open to juniors or seniors or graduate students in the Department of Communication.
Systems approaches to information processing and communication structures in organizations.

475  Communication Campaign Design and Analysis (W)  Fall. 4(4-0) P: (COM 275 and COM 300) or (ADV 325 and completion of Tier I writing requirement) R: Open to juniors or seniors or graduate students in the Department of Communication and open to students in the Public Relations Specialization.
Design and analysis of campaigns presented through mediated channels including electronic and print media.

483  Practicum in Sales Communication  Fall, Spring. 1(1-0) P: (COM 225 and MKT 313 and COM 360) and (MKT 300 or MKT 327) RB: COM 100 R: Open to juniors or seniors in the Sales Communication Specialization.
Supervised practical experience in a professional sales environment.

490  Independent Study  Fall, Spring, Winter. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Not open to freshmen or sophomores. Approval of department, application required. Directed study under faculty supervision.
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 of 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)
Theory, cybernetics, and transactional approach. Further consideration of communication research methodology and applied analyses for understanding research projects.

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.

874 Communication in Supply Chain Management
Fall. Summer. 3(3-0) R: Open to master's students in the Supply Chain Management major. Development of effective interpersonal communication skills. Oral communication in business settings, including presentation and interview skills. Use of appropriate technology for management presentations. Analysis of presentations in the work setting.

875 Communication Leadership Skills in Organizations
Fall. Summer. 3(3-0) R: Open to master's students in the Accounting major. Theoretical and practical approaches to organizational communication and leadership. Communication and responsibility in a new era. Leadership self-assessment, leadership in action and managerial communication, and leadership accountability.

890 Independent Study
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Approval of department. Individualized study under faculty direction.

893 Practicum
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. P: COM 803 and COM 820 or approval of department; application required: Minimum of 15 credits at the graduate level including COM 803 and COM 820. R: Open to master's students in the Department of Communication. Approval of department; application required.

899 Master's Thesis Research
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 14 credits in all enrollments for this course. R: Open to graduate students in the Department of Communication. Master's thesis research.

901 Communication Research Design I
Fall. 4(4-0) R: One introductory research design or statistics course. R: Open only to doctoral students.
Methods of data collection and analysis. Writing and critiquing research reports.

902 Communication Research Design II
Fall. 4(4-0) R: COM 901 R: Open only to graduate students.
Further study of methods of data collection and analysis. Writing and critiquing research reports.

915 Organizational Communication II
Spring of odd years. 3(3-0) R: One introductory research or statistics course. R: Open only to graduate students in the Department of Communication or in the Department of Organizational Communication.
Organizational communication structure and information processing. The organization's embeddedness in a larger social environment.

921 Micro and Macro Media
Fall of odd years. 3(3-0)
Perspectives on media processes pertaining to individuals, groups, and large-scale systems. Topics include cognitive processing of media, public opinion and affective responses to media.

922 Interpersonal Communication
Fall. 3(3-0)
Theory and research in interpersonal communication. Role of communication in processes such as interpersonal influence and relationship development.

990 Independent Study
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students in the Department of Communication. Approval of department. Individualized study under faculty direction.

999 Doctoral Dissertation Research
Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 36 credits in all enrollments for this course. R: Open to doctoral students in the College of Communication Arts and Sciences or in the Department of Communication or in the Communication Major. Doctoral dissertation research.