# B.A. in Organizational Communication

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Major in Organizational Communication (B.A.)</strong></td>
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<td></td>
<td><strong>Organizational Communication Core</strong></td>
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<tr>
<td>COM 210</td>
<td>Perspectives on Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 213</td>
<td>Media Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 220</td>
<td>Group Communication</td>
<td>4</td>
</tr>
<tr>
<td>or COM 322</td>
<td>Advanced Group Communication</td>
<td></td>
</tr>
<tr>
<td>COM 248</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 302</td>
<td>Media Law</td>
<td>3</td>
</tr>
<tr>
<td>COM 350</td>
<td>Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 363</td>
<td>Methods of Communication Research</td>
<td>4</td>
</tr>
<tr>
<td>COM 481</td>
<td>Internship in Communication</td>
<td>3-4</td>
</tr>
<tr>
<td>COM 494</td>
<td>Capstone: Organizational Communication</td>
<td>4</td>
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<tr>
<td>ENW 115</td>
<td>Reporting I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Choose one of the following Oral Communication courses:</strong></td>
<td>4</td>
</tr>
<tr>
<td>COM 318</td>
<td>Argumentation and Debate</td>
<td></td>
</tr>
<tr>
<td>COM 324</td>
<td>Professional and Technical Communication</td>
<td></td>
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<tr>
<td>COM 386</td>
<td>Advanced Public Speaking</td>
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<tr>
<td></td>
<td><strong>Choose one of the following Communication Analysis courses:</strong></td>
<td>3-4</td>
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<tr>
<td>COM 325</td>
<td>Political Communication</td>
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<tr>
<td>COM 361</td>
<td>Rhetorical Criticism</td>
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<tr>
<td>COM 375</td>
<td>Media Criticism and Theory</td>
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<tr>
<td>COM 463</td>
<td>Topics in Communication Analysis</td>
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<td></td>
<td><strong>General Education</strong></td>
<td>49-50</td>
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<tr>
<td></td>
<td><strong>Electives</strong></td>
<td>17-22</td>
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<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td>122</td>
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</tbody>
</table>

1. An Individualized Organizational Emphasis is available for students who have a clear direction of what they want to do in their organizational careers that is not met by the emphases listed. The course sequence is arranged with consent of advisor and departmental approval.

Courses whose number is followed by a letter fulfill a General Education requirement.

## Employee Communication Emphasis (10-11 credits)

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<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>COM 370</td>
<td>Interpersonal Communication</td>
<td>4</td>
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</tbody>
</table>

Select two of the following: 6-7

- BUS 231 Human Resource Management
- BUS 331 Staffing, Training and Development
- COM 218 Conversations
- COM 355Z Intercultural Communication
- COM 367 Interpersonal Conflict
- COM 460 Topics in Organizational Communication

Total Credits 10-11

## Event Management Emphasis (9-10 credits)

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<thead>
<tr>
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<tbody>
<tr>
<td>COM 323</td>
<td>Event Management &amp; Leadership</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following: 6-7

- BUS 334 Principles of Project Management
- COM 365 Crisis Communication
- COM 366 Strategic Social Media in Organizations

1. A choice of emphasis. 2. An Individualized Organizational Emphasis is available for students who have a clear direction of what they want to do in their organizational careers that is not met by the emphases listed. The course sequence is arranged with consent of advisor and departmental approval. Courses whose number is followed by a letter fulfill a General Education requirement.
Health Communication Emphasis (15 credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>HAS 110</td>
<td>Introduction to Healthcare</td>
<td>3</td>
</tr>
<tr>
<td>COM 209</td>
<td>Introduction to Health Communication</td>
<td>3</td>
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<tr>
<td>COM 319</td>
<td>Health Campaigns and Technology</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Select two of the following:</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td>COM 215</td>
<td>Web Design for Mass Media</td>
<td></td>
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<tr>
<td>COM 352</td>
<td>Broadcast Journalism</td>
<td></td>
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<tr>
<td>COM 366</td>
<td>Strategic Social Media in Organizations</td>
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<tr>
<td>COM 376</td>
<td>Public Relations Writing and Strategies</td>
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<tr>
<td>COM 460</td>
<td>Topics in Organizational Communication</td>
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Total Credits 15

Strategic Communication Emphasis (9-10 credits)

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<tbody>
<tr>
<td>COM 376</td>
<td>Public Relations Writing and Strategies</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Select two of the following:</strong></td>
<td><strong>6-7</strong></td>
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<tr>
<td>BUS 220</td>
<td>Principles of Marketing</td>
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<tr>
<td>BUS 319</td>
<td>Advertising and Promotion</td>
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</tr>
<tr>
<td>COM 215</td>
<td>Web Design for Mass Media</td>
<td></td>
</tr>
<tr>
<td>COM 352</td>
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<td>COM 366</td>
<td>Strategic Social Media in Organizations</td>
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</table>

Total Credits 9-10

COM 110 • Basic Communication 3 Credits.
Informal and formal communication patterns that characterize daily life, analysis of communication situations, and improvement of effective communication. Includes interpersonal, intercultural, small group, and speaker/audience communication settings.
Offered: Fall, Interim, Spring.

COM 120 • Communication in a Virtual World 3 Credits.
Examines how communication technology and new media impact communication, including: identity formation, interpersonal relationships, group dynamics, and public presentations. Specific technologies such as online social networking and mobile devices are evaluated for their effect on users, challenging students to identify how to intentionally manage their personal use of technology.
Offered: Occasionally.

COM 135 • Forensics 1 Credit.
Participation in off-campus forensics tournaments. Students work with the forensics coaching staff in the areas of debate, limited preparation speaking, public address, or interpretation, and participate in multiple tournaments.
Prerequisites: Consent of instructor. Repeatable course May be repeated for up to 4 credits. Offered: Fall and Spring.

COM 170A • Media Production I 4 Credits.
Equips students with the most basic "hands-on" visual media production skills in which students learn the fundamentals of visual media production, including multi-camera studio production, digital filmmaking, and digital post-production.
Offered: Fall, Spring.
COM 208U • Native Americans and the Media 3 Credits.
Analysis of media portrayals of Native Americans. Emphasis on Native American cultures and voices, mainstream portrayals of Native Americans through a variety of media, and social and media critical tools for examining media mainstream images of minority groups. Prerequisites: GES 130 (may be taken concurrently) or GES 244 (may be taken concurrently). Offered: Occasionally interim.

COM 209 • Introduction to Health Communication 3 Credits.
Introduces students to communication surrounding health care. History of health care and theoretical foundations of what health and illness mean. Explores concepts such as provider-patient communication, social support, health literacy, cross-cultural barriers to health care, ethical considerations in health communication and a Christian approach to health and illness. Prerequisites: HAS 110 (may be taken concurrently). Offered: Fall.

COM 210 • Perspectives on Human Communication 3 Credits.
Examination of the communication discipline through the exploration and application of communication theories. Provides a theoretical foundation by exploring significant communication concepts in the areas of human, media, organizational, and rhetorical communication. Offered: Fall, Spring.

COM 213 • Media Communication 3 Credits.
An overview of mass media industries, including print, broadcast, cable, film, and the internet. Survey of media history, functions, and impacts on society. Offered: Fall, Occasionally interim, Spring.

COM 215 • Web Design for Mass Media 3 Credits.
An introduction to the growing world of multimedia design on the web. Students are introduced to the process and techniques used in designing and publishing for the web. Offered: Spring. Special Notes: No background with web design is necessary, but familiarity with the internet and a current browser is required.

COM 217A • Screenwriting 4 Credits.
Study of the conventions of the screenplay and practice in screenwriting. Emphasis on creating and adapting, writing, and editing narrative screenplays. Offered: Interim 2021.

COM 218 • Facilitating Difficult Conversations 3 Credits.
Exploration of inter-group dialogue. Examines the challenges of engaging in difficult conversations, including topics such as perception, social identities, emotional triggers, narratives, and privilege. Students participate in dialogue on difficult topics and become skilled in listening, questioning, and facilitating small group interactions. Prerequisites: GES 140. Offered: Occasionally.

COM 220 • Group Communication 4 Credits.
Vital role that small groups play in daily life, group problem-solving and group interaction, and greater effectiveness in working in small groups. Examination of leadership, group cohesiveness, and conflict management. Offered: Fall, Spring.

COM 230L • Introduction to Rhetoric and Public Influence 3 Credits.
An introduction to rhetorical theory and persuasion. Basic principles of rhetorical analysis and the importance of rhetoric and persuasion theory in everyday life. Application of rhetorical theory to a variety of different media, political, and social situations, particularly with regard to the United States in the post-Civil War era. Prerequisites: GES 130 and GES 160 (may be taken concurrently) or GES 244 (may be taken concurrently). Offered: Fall.

COM 235 • Forensics 1 Credit.
Participation in off-campus forensics tournaments. Students work with the forensics coaching staff in the areas of debate, limited preparation speaking, public address, or interpretation, and participate in multiple tournaments. Prerequisites: Consent of instructor. Repeatable course May be repeated for up to 4 credits. Offered: Fall, Spring.

COM 248 • Organizational Communication 3 Credits.
Communication practices and problems found in organizations. Communication concerns related to organizational structure, conflict, effectiveness, roles (emphasizing leadership), work processes, and decision making. Interviewing as an organizational practice and as a research tool. Offered: Fall, Occasionally spring.
COM 264 • Storytelling 3 Credits.
An examination of communication in electronic media through the analysis and development of narrative structure and story elements as they are used in a variety of media industries. Students will learn to create compelling stories for audio and visual media through the analysis of scene, character arc, action, motif, etc.
Prerequisites: COM 170A or consent of instructor. Offered: Interim, even # years

COM 270 • Media Production II 4 Credits.
The second of two “hands-on” media courses in which students learn the specific techniques of cinematography, audio, and editing visual productions. Training in the critical aspects of editing theory and the analysis of the post-production process.
Prerequisites: COM 170A. Offered: Fall.

COM 301A • Oral Interpretation 4 Credits.
Creative process involved in the oral performance of prose, poetry, and drama. Students explore and practice methods and techniques for selecting, analyzing, understanding, and adapting literature for oral performance. Emphasizes artistic expression through the performance of compiled literary scripts individually and in groups.
Prerequisites: Junior standing or consent of instructor. Offered: Fall.

COM 302 • Media Law 3 Credits.
Examination of mass media law and policy through the use of court cases, policy documents, legislation, legal history, and legal philosophy. Special emphasis on First Amendment and ethical issues related to media practices.
Offered: Fall, Spring.

COM 310K • Communication, Technology and Society 3 Credits.
An examination of the impact communication technology has on communication and society. Evaluation and exploration of technologies such as digital media, the internet, and other emerging technologies. Analysis of the ethical and spiritual implications and applications of these technologies.
Prerequisites: Laboratory Science (D) course; Mathematics (M) course. Offered: Fall, Occasionally interim, Spring.

COM 314G • Gender Communication 3 Credits.
Examines the force of rhetoric on historical and social movements since 1800. Concentrates on movements that cross gender lines and impact modern men and women. Religious revivals and Christian action groups as related to the sweep of history. Considers gender differences and similarities, verbal and nonverbal.
Prerequisites: [GES 130; GES 160; Contemporary Western Life and Thought (L) course; World Cultures (U) course] or [GES 244; World Cultures (U) course]. Offered: Fall.

COM 315G • European Language and Culture Area Study 3 Credits.
An introduction to specific European cultures, languages, and communication styles. Students experience European cultures through first-hand interaction, special speakers, readings, and class excursions. Language lessons equip students to complete basic social tasks. Topics include worldview, education, political economy, ecology, history, and art as reflections of regional communication style.
Prerequisites: (GES 130; GES 160; L-Course; U-Course) or (GES 244; U-Course). Offered: Europe term; Fall, odd # years.

COM 318 • Argumentation and Debate 4 Credits.
Argumentation and debate principles, with application to written analysis, briefs, speeches, and debates. Analysis of an issue, reasoning and evidence, in-depth research, and oral delivery.
Offered: Spring.

COM 319 • Health Campaigns and Technology 3 Credits.
Explores how health campaigns and technology influence individual and societal health behavior and attitudes. Examines both theoretical and applied approaches to health literacy, health informatics, and the process of influencing health-related choices. Culminates with the creation of a health campaign that utilizes appropriate theories, methods, and technologies.
Prerequisites: COM 209. Offered: Spring.
COM 322 • Advanced Group Communication 4 Credits.
Advanced examination of group development and team building. Various theories and models of group formation and team building are analyzed and experienced as students become part of multiple Christian communities. Students learn how groups relate in differing cultures and how their Christian faith can play a role in group functioning.
Offered: Europe term; Fall, odd # years.

COM 323 • Event Management & Leadership 3 Credits.
Designing integrated communication approaches for conferences, professional meetings, celebratory events, and community outreach programs. Engages the professional, interpersonal, and organizational coordination of information, people, and budgets. Specific attention to developing creative and constructive responses to unanticipated “rhetorical interruptions” and to identifying opportunities for institutional enhancement.
Prerequisites: COM 248. Offered: Spring, odd # years.

COM 324 • Professional and Technical Communication 4 Credits.
Introduction to professional and technical communication skills. Topics include interviewing, technical speaking, speaking and writing to a lay audience, and visual communication skills. Students will learn how to present complex information in a variety of formats with an audience centered approach.
Offered: Spring, even # years.

COM 325 • Political Communication 3 Credits.
Analysis of the theoretical background behind political communication from a public speaking and media perspective. Attention to decision-making skills required in political campaigns. Discussion of advanced persuasive campaign theory.
Prerequisites: COM 110 or COM 210 or consent of instructor. Special Notes: Carries cross-credit in political science. Offered: Occasionally.

COM 335 • Forensics 1 Credit.
Participation in off-campus forensics tournaments. Students work with the forensics coaching staff in the areas of debate, limited preparation speaking, public address, or interpretation, and participate in multiple tournaments.
Prerequisites: Consent of instructor. Repeatable course May be repeated for up to 4 credits. Offered: Fall, Spring.

COM 350 • Corporate Communication 3 Credits.
Theories and principles of corporate communication including issues related to public relations, media relations, corporate identity management, investor communication, and crisis communication in both for-profit and not-for-profit organizations.
Prerequisites: BUS 230 or COM 248. Offered: Interim.

COM 352 • Broadcast Journalism 3 Credits.
Theories and principles of broadcast writing with practical experience in writing news stories for radio and television. Analysis of broadcast news programming and procedures.
Prerequisites: COM 213. Offered: Fall, even # years.

COM 355Z • Intercultural Communication 4 Credits.
The study of socio-cultural variability and its influence on verbal and nonverbal communication. Beginning with cultural self-awareness, the examination of theory is balanced by an examination of practical applications designed to improve intercultural competence in various contexts.
Prerequisites: World Cultures (U) course. Special Notes: The course includes a 30-hour intercultural service learning component. Offered: Fall, Spring, (offered on Europe term fall, odd # years).

COM 357 • Principles of Digital Marketing 3 Credits.
Study of digital marketing strategy, content development and media channels to help students leverage digital techniques and understand how they integrate with the marketing plan as a whole. Students will design and analyze digital campaigns within a team environment. Best practices are leveraged as the digital marketplace evolves. Hands on work emphasized.
Prerequisites: BUS 220. Offered: Interim.
COM 361 • Rhetorical Criticism 3 Credits.
Study of approaches to rhetorical criticism. Critical evaluation of a wide range of communication texts, their possible meanings, and their implications for various audiences and situations. Students learn methods used to analyze communication texts as well as historical and future trends in the field of rhetorical criticism.
Prerequisites: COM 210 or COM 230L. Offered: Fall.

COM 363 • Methods of Communication Research 4 Credits.
The modern foundations for study, evaluation, and research in the entire field of communication. Readings, statistics, and finished research projects are the focus of study.
Prerequisites: COM 210; Two courses in communication. Offered: Fall, Spring.

COM 365 • Crisis Communication 3 Credits.
Crisis communication is a subfunction of organizational communication. Examines examples of crises, crisis communication theory, and crisis management approaches, in addition to ethical considerations for all phases of dealing with organizational crises.
Prerequisites: COM 350 or consent of instructor. Offered: Occasionally.

COM 366 • Strategic Social Media in Organizations 3 Credits.
Examination of the role of social media in business marketing and public relations. Analyzes how new media are changing the way businesses sell their products, communicate with customers, make decisions, and create community.
Offered: Occasionally.

COM 367 • Interpersonal Conflict 3 Credits.
Theories and principles of interpersonal conflict are examined. How personal history, tactics, styles of expression and strategies of interaction impact types of conflict and their eventual resolution. Evaluates models of conflict resolution with an emphasis on issues of forgiveness and reconciliation.
Offered: Occasionally.

COM 368 • Nonverbal Communication 3 Credits.
Nonverbal communication codes examined, including their structures, usages, and interrelationships. Understanding, analysis, and application of nonverbal communication through lecture, discussion, and experiential activities. Explores the impact of nonverbal communication on culture and interaction.
Offered: Occasionally.

COM 370 • Interpersonal Communication 4 Credits.
The interpersonal communication process. Theory and pragmatics related to dyadic communication. Explores issues such as self-identity, self-esteem, listeners, emotions, conflict, relational development and maintenance, gender, and nonverbal communication. Opportunity to evaluate and develop personal interaction skills.
Offered: Fall, Spring.

COM 373 • Digital Filmmaking 4 Credits.
Hands-on, single-camera production on location. Areas of study include cinema verité, documentary, and experimental/music video. All projects are edited with non-linear computer systems, and published to DVD and web.
Prerequisites: COM 170A; COM 270, or consent of instructor. Offered: Spring, odd # years.

COM 374 • Broadcast Production 4 Credits.
In-depth understanding of audience analysis, news and sports programming, advanced multi-camera, live production, and field news reporting. Implementation of new digital technologies and production techniques for webcasting.
Prerequisites: COM 170A or consent of instructor. Offered: Fall, odd # years.

COM 375 • Media Criticism and Theory 3 Credits.
Explores theoretical and critical approaches to the study of video, audio, film, and digital culture. Examines issues relating to production and authorship in the media arts, audience reception and effects, political ideology, ethics, aesthetics, cultural diversity, and schools of thought. Extensive critical writing and reading in media criticism and theory.
Prerequisites: COM 210; COM 213. Offered: Spring.
COM 376 • Public Relations Writing and Strategies 3 Credits.
Explores techniques for conducting research and writing within key public relations contexts. Essential writing skills and strategies needed to perform a variety of projects in the public relations profession, including biographies, press releases, fact sheets, backgrounder, newsletters, brochures, pitch letters, speeches, feature stories, and social media posts.
Prerequisites: COM 248; COM 350. Offered: Spring, even # years.

COM 386 • Advanced Public Speaking 4 Credits.
Preparation and delivery of speeches at an advanced level. Speeches can include persuasive, entertaining, informative, special occasion, business presentations, and storytelling.
Prerequisites: Junior standing or consent of instructor. Offered: Fall.

COM 387 • Speaking in Ministry Contexts 4 Credits.
Creation and delivery of the types of messages required in ministry contexts. Students work on biblical interpretation, adapting a biblically-based message to specific audiences and contexts, and learning to communicate in a clear and relevant manner.
Prerequisites: Junior or senior standing, consent of instructor. Offered: Spring, odd # years.

COM 400 • Family Communication 4 Credits.
Communication patterns that help or hinder relationships within the family system. Functioning in simulated family groups, students develop personal roles. Various approaches to conflict, power, stress, intimacy, and family health. The family system in light of Christian attitudes and life patterns.
Prerequisites: Junior standing. Offered: Spring.

COM 435 • Forensics 1 Credit.
Participation in off-campus forensics tournaments. Students work with the forensics coaching staff in the areas of debate, limited preparation speaking, public address, or interpretation, and participate in multiple tournaments.
Repeatable course May be repeated for up to 4 credits. Offered: Fall and Spring.

COM 460 • Topics in Organizational Communication 3 Credits.
Advanced studies in organizational communication with the specific topic announced prior to registration. Topics may include public relations, corporate communication, consulting, training and development, or media relations. Explores current issues from both a theoretical and hand-on perspective.
Prerequisites: COM 350 and consent of instructor. Repeatable course May be repeated if a different topic is emphasized. Offered: Occasionally fall.

COM 462 • Topics in Relational Communication 3 Credits.
Advanced studies in relational communication with the specific topic announced prior to registration. Topics may include the dark side of communication, persuasion, divorce, advanced interpersonal theory.
Offered: Occasionally.

COM 463 • Topics in Communication Analysis 3 Credits.
Special and/or advanced studies in rhetorical analysis with the topic announced prior to registration. Possible topics include rhetoric of religion, crisis communication, and presidential rhetoric. Theories applied to contemporary and historical communication artifacts.
Prerequisites: COM 210. Repeatable course: May be repeated if a different topic is emphasized. Offered: Interim, Occasionally spring.

COM 464 • Dating, Mating, & Relating: Lifespan Communication 3 Credits.
Explores the communication development and patterns of children and adolescents, family communication, peer-group communication, intergenerational communication, and later-life communication, as well as theoretical studies of lifespan communication development, communication during lifespan transitions, and lifespan communication research methods.
Offered: Occasionally.

COM 481 • Internship in Communication 3-4 Credits.
Applies and expands communication knowledge and skills in structured, off-campus settings, such as corporations, governmental offices, nonprofit organizations, television and radio stations, and corporate media departments.
Prerequisites: Junior standing or Consent of department. Repeatable course May be repeated for credit. Offered: Fall, Spring.
COM 494 • Capstone: Organizational Communication 4 Credits.
Engages students in the process of researching, structuring, conducting, and evaluating communication audits or public relations campaigns. Emphasizes synthesis and integration of skills and theories learned in the organizational communications major.
Prerequisites: COM 350; COM 363; Senior standing.
Offered: Spring.

COM 497 • Capstone: Relational Studies 4 Credits.
Guided exploration of “understudied relationships” specific to the relational communication discipline. Focus on synthesizing and integrating faith, communication skills, knowledge, theory, research, and competencies learned in the relational communication emphasis.
Prerequisites: COM 220 or COM 322; COM 363; COM 370. Offered: Spring

COM 498 • Capstone: Rhetoric and Public Influence 4 Credits.
Advanced study in foundational rhetorical theory as well as within a specific rhetorical tradition of the student's choosing. A significant presentation on a specific theoretical framework and a major research paper are required.
Prerequisites: COM 230L; COM 361. Offered: Spring, odd # years.