

# COMMUNICATION (COM)

## COM 547 DATA ANALYTICS FOR STRATEGIC COMMUNICATION

3, 3/0

A communication research and software application based investigation of data analytics in strategic communication, including its role in marketing, the media, public relations and advertising, and audience targeting, and its legal and ethical implications. Offered every fall.

## COM 587 SPECIAL TOPICS

3, 3/0

Prerequisite: Instructor permission. Special topics in advanced graduate study, to be determined by the instructor. Offered occasionally.

## COM 590 INDEPENDENT STUDY

3, 3/0

## COM 610 PUBLIC RELATIONS PRINCIPLES AND PRACTICES

3, 3/0

Prerequisites: Admission into the master's degree in public relations program, the Public Relations Management track of the Multidisciplinary Studies master's program, or graduate status. Corequisite: COM 621. Organizational principles and strategic communication planning practices underscoring effective management of public relations; history and definitions of public relations; the role of ethics, corporate social responsibility, and legal issues in public relations. Offered every fall.

## COM 612 CRISIS COMMUNICATION

3, 3/0

Prerequisite: COM 610 or instructor permission. Overview of types and stages of crises, crisis communication theories, and role of management in a crisis; impact of online world on crisis management; reputation management; crisis prevention, preparation, recognition and response; post-crisis considerations; analysis of crisis communication case studies; creation of crisis communication plans. Offered every other summer.

## COM 616 SOCIAL MEDIA STRATEGIES

3, 3/0

Prerequisites: Graduate student status or instructor permission. Uses of social media in the public relations field. Includes definitions; ethical and legal principles; research, strategic planning, writing, and measurement; social media campaigns; applications of social media. Offered every other summer.

## COM 621 THEORIES OF PUBLIC RELATIONS

3, 3/0

Prerequisites: Admission into the master's degree in public relations program, the Public Relations Management track of the Multidisciplinary Studies master's program, or graduate status. Corequisite: COM 610. Theoretical body of knowledge in public relations and its application to public relations practice; evolution of public relations; diversity, professional standards, and ethics in public relations. Offered every fall.

## COM 631 ADVANCED PUBLIC RELATIONS WRITING

3, 3/0

Prerequisites: COM 610, COM 621. Advanced practice in writing for various public relations settings for students with prior public relations writing experience or undergraduate public relations writing coursework; focus on writing for news media and organizational media, including social media, with emphasis on mastery of grammar and punctuation rules. Offered every spring.

## COM 635 INTERNSHIP IN PUBLIC RELATIONS

3, 0/0

Prerequisites: COM 610, COM 621 and COM 631. Supervised field experience in a professional setting for students who have completed extensive academic preparation in the discipline. Offered every semester.

## COM 641 RESEARCH METHODS IN PUBLIC RELATIONS

3, 3/0

Prerequisites: COM 610 and COM 621. Overview of applied research methodologies for public relations campaigns including both qualitative and quantitative approaches. Attention to computer literature searches, research design, questionnaire construction, sampling, measurement techniques, and data analysis. Offered every spring.

## COM 650 PUBLIC RELATIONS MANAGEMENT

3, 3/0

Prerequisites: COM 631 and COM 641. Management of public relations in various specialized situations, using a case study approach, culminating in the creation of a team communication campaign plan for an actual public relations client. Offered every fall.

## COM 660 GLOBAL PUBLIC RELATIONS

3, 3/0

Prerequisites: COM 610; graduate status. Dimensions of public relations practice in international settings; overview of factors that influence communication across cultures and borders and an examination of the effect that those factors have on public relations practice in specific regions of the world. Offered occasionally.

COM 687 TOPICS COURSE

3, 3/0

Special topics, graduate level.

COM 690 MASTER'S PROJECT

3, 0/0

Prerequisites: COM 610 and COM 650; prerequisite or corequisite: COM 641. Practical application of knowledge acquired in COM 610, COM 641, and COM 650 through the development of a strategic public relations campaign or project.

COM 695 MASTER'S THESIS

3, 0/0

COM 721 THESIS/PROJECT CONTINUATION

0, 0/0

COM 722 THESIS/PROJECT EXTENDED

0, 0/0