

Communication Sciences and Disorders

CSD 200. Introduction to Communication Disorders. 3 credits.

This course is an introduction to human communication, the most advanced of neurological functions which separates humans from all other species. It surveys both normal and communicatively disordered populations served by audiologists, speech-language pathologists, educators and neuropsychologists.

CSD 207. Phonetics. 3 credits.

Instruction in various transcription techniques for phonetic and phonemic analysis of speech production.

CSD 208. Anatomy and Physiology of the Ear and Voice

Mechanism. 3 credits.

A detailed study of the anatomy and physiology of the speech mechanism.

CSD 209. Acoustics of Hearing and Speech. 3 credits.

Introduction to acoustics of speech and hearing. Introduction to physical acoustics, sound generation and transmission, resonance, speech acoustics and speech perception.

CSD 300. Language Development. 3 credits.

The study of language acquisition, development, structure and function in normal children. The development of language in all cultures and the universal nature of the developmental process is the foundation for continued study in speech-language hearing. *Prerequisites: A grade of "C" or better in CSD 207, CSD 208 and CSD 209; Open to CSD majors only.*

CSD 301. Audiology. 3 credits.

An introduction to the symptoms, causes and treatment of hearing disorders. Hearing test instrumentation and interpretation in clinical situations are emphasized. *Prerequisites: A grade of "C" or better in CSD 207, CSD 208 and CSD 209 or permission.*

CSD 314. Phonological and Language Disorders. 3 credits.

An introduction to phonological and language disorders in children and adults. Etiological and maintaining factors are discussed, and an overview of assessment and (re)habilitation procedures is presented. *Prerequisite: CSD 300 or permission.*

CSD 318. Aural Rehabilitation. 3 credits.

Concentrated attention is given to communication problems of the hearing handicapped. Aural rehabilitation is emphasized including lip reading and auditory training. *Prerequisite: CSD 301 or permission.*

CSD 412. Multicultural Topics in Communication Disorders. 3 credits.

This course will address considerations for effective service delivery to culturally and linguistically diverse populations. An overview of cultural characteristics will be provided with particular attention to specific minority populations. Discussion on speech and language variations in dialects, bilingualism and foreign accent, nonbiased assessment and strategies for enhancing communication with families from diverse cultures will be presented. *Prerequisites: CSD 200, CSD 207, CSD 300, CSD 314.*

CSD 415. Neuroanatomy and Neurogenic Communication Disorders. 3 credits.

Introduces neurogenic communication disorders from a neuroanatomical approach. *Prerequisite: CSD 208 or permission.*

CSD 416. Organic Speech Disorders. 3 credits.

Clinical procedures in the areas of fluency, oral-facial and voice disorders are studied. Evaluative and remedial aspects are emphasized. *Prerequisite: CSD 208.*

CSD 420. Introduction to Sign Language. 3 credits.

Provides an introduction to American Sign Language, the deaf community and English-based signed systems.

CSD 421. Sign Language II. 3 credits.

Focuses on developing conversational skills of students whose core vocabulary and knowledge of the grammar and pragmatics of sign language are basic; distinguishes ASL from English sign systems. *Prerequisite: CSD 420 or permission.*

CSD 444. Child Language Development and Disorders. 3 credits.

The study of normal language development in children, including an overview of the linguistic bases of language. Topics include the examination of the various manifestations of language disorders in children and the different strategies for intervention. This course does not meet the degree requirements for CSD majors.

CSD 470. Methods and Observation. 3 credits.

Directed observation and participation in practical experiences. Introduction to the clinical process in speech-language pathology. Practical clinical methodology will be emphasized. *Prerequisite: Majors only; CSD 314 or permission.*

CSD 471. Methods and Observation in Audiology. 3 credits.

An introduction to the clinical process in audiology via directed observation and participation in laboratory and patient interactions. Practical clinical methodology is emphasized. Majors only with interest in graduate study in audiology. Repeatable for credit up to six credits. Must have senior status to enroll. *Prerequisite: CSD 301 or permission.*

CSD 490. Special Studies in Communication Sciences and Disorders. 1-3 credits.

Provides students opportunity for independent study and/or small class instruction in elective topics.

CSD 499. Honors. 6 credits.

See catalog section "Graduation with Honors."

Communication Studies

SCOM 121. Fundamental Human Communication: Presentations. 3 credits.

Study of human communication as a process. Overview of the principles and practices of interpersonal, small group and public communication. Emphasis on examining the role of self-concept, perception, culture, verbal and nonverbal dimensions in the communication process, using power and managing conflict, applying critical listening, practicing audience analysis within informative speech making. Public speaking required. May be used for general education credit. May not be used for major credit.

SCOM 122. Fundamental Human Communication: Individual Presentations. 3 credits.

Study of human communication as a process. Overview of the principles and practices of communication in a public environment. Emphasis on examining the role of self-concept, perception, culture, verbal and nonverbal dimensions in the communication process, using power and managing conflict, applying critical listening, practicing audience analysis, and constructing informative and persuasive speeches. Public speaking required. May be used for general education credit. May not be used for major credit.

SCOM 123. Fundamental Human Communication: Group Presentations. 3 credits.

Study of human communication as a process. Overview of the principles and practices of communication in small group and public communication contexts. Emphasis on examining the role of self-concept, perception, culture, verbal and nonverbal dimensions in the communication process, using power and managing conflict, applying critical listening, practicing audience analysis, and constructing informative and persuasive group presentations. Public speaking required. May be used for general education credit. May not be used for major credit.

SCOM 231. Introduction to Alternative Dispute Resolution. 3 credits.

Study of conflict resolution processes including mediation, arbitration and negotiation. Consideration of litigation and hybrid dispute processes such as summary jury trial, rent-a-judge and panel evaluation.

SCOM 240. Introduction to Communication Theory. 2 credits.

Study of theories and models that inform understanding of human communication processes. Emphasis on the processes of theory building, comparison of theories, and the implications and application of theory to particular contexts. Consideration of role of communication in all human endeavors. The SCOM 241 lab and SCOM 240 lecture portions must be taken concurrently. *Prerequisites: SCOM major declared or SCOM minor declared students only, and any SCOM course.*

SCOM 241. Communication Theory Lab. 1 credit.

This lab is designed to complement and supplement the SCOM 240 lecture course. Students will discuss, write and/or give presentations related to content covered in SCOM 240. The SCOM 241 lab and SCOM 240 lecture portions must be taken concurrently. *Prerequisites: SCOM major declared or SCOM minor declared students only, and any SCOM course.*

SCOM 242. Presentational Speaking. 3 credits.

Study of methods for preparing and presenting public speeches. Consideration of impromptu and extemporaneous speaking, sales speeches, business presentations and other special occasion speeches. Emphasis on performance and evaluation. *Prerequisite: Any SCOM course.*

SCOM 243. Oral Interpretation. 3 credits.

Study and application of theories concerning the oral presentation of various forms of literature including prose, poetry, drama and nonfiction materials. Emphasis on performance. *Prerequisite: Any 100-level speech communication course or permission of the instructor.*

SCOM 245. Signs, Symbols and Social Interaction. 3 credits.

The study of verbal and nonverbal communication as used in human interaction. Consideration given to the function of symbolic systems in self-concept development, the structuring of reality and social discourse. Attention is directed toward the use of signs and symbols by different ethnic groups, genders, age groups and geographic groups. *Prerequisites: SCOM major Declared' or 'SCOM minor Declared' students only and any SCOM course.*

SCOM 247. Small Group Communication. 3 credits.

Study of communication processes involved in solving problems when working with others in a small group context. Emphasis on concepts of roles, norms, leadership and decision making. Consideration of small group factors which influence problem-solving effectiveness. *Prerequisite: Any SCOM course.*

SCOM 248. Intercultural Communication. 3 credits.

The study of human communication in a variety of cultural settings and contexts. Emphasis on developing understanding and analytical skills regarding communication between people from different racial, ethnic and cultural backgrounds in both domestic and international settings. Consideration of relevance and application to social, business and political environments.

SCOM 260. Introduction to Public Relations. 3 credits.

Study of basic principles and practices of public relations. Consideration given to public relations problems and pragmatic solutions utilizing oral, written and electronic communication media and skills.

SCOM 261. Public Relations Techniques I: Written. 3 credits.

Study of writing fundamentals for public relations. Emphasis on practice of effective writing for a variety of media (press releases, public service announcements, brochures, newsletters). Must be able to use word processing software. *Prerequisite: SCOM 260.*

SCOM 270. Introduction to Health Communication. 3 credits.

An introduction to the study of the theory and practice of communication in health- and medical-related fields. Emphasis on communication interaction between professional health providers and patients/clients. Consideration of strategies that promote effective communication between health/medical professionals and patients/clients. *Prerequisite: Any SCOM course.*

SCOM 280. Introduction to Communication Research. 3 credits.

An introduction to the principles, methods and analysis techniques used in the field of communication. Emphasis on a broad-based understanding of the breadth of research in the field. Includes both qualitative and quantitative research methods, methods of literature review and research article critiques. Fulfills the College of Arts and Letters writing-intensive requirement for the major. *Prerequisite: SCOM 240.*

SCOM/WGS 302. Ecofeminism. 3 credits.

This course explores the association between women and nature that exists in ecofeminist rhetorics—from the image of Mother Earth, to the critiques of our culture shown in the exploitation of women and of the earth itself. Religious, historical and scientific rhetorics of ecofeminism will be examined, along with alternative models of power and responsibility.

SCOM/ANTH 305. Language and Culture. 3 credits.

An introduction to linguistic anthropology. Explores the complex relationships between language and culture through topics such as language acquisition and socialization; language, thought, and worldview; language and identity; multilingualism; how and why languages change; literacy; and the politics of language use and language ideologies.

SCOM 313. Topics in Communication Studies. 1-3 credits, repeatable to 6.

Study of current topics and issues in human communication. Emphasis on contemporary theories, research and principles. *Prerequisites: Nine hours of SCOM courses including SCOM 240 and one at 100 level.*

SCOM 314. Communication in Romantic Relationships. 3 credits.

This class acquaints students with relevant theory and research associated with communication in various stages of romantic relationships including initiation, maintenance and dissolution. Emphasis is on honing one's ability to understand communication theory, research, and application while enhancing one's communication skills in romantic relationships. Additionally, students will improve their ability to communicate about relationship research through writing, presenting and discussing.

SCOM 318. Practicum in Communication Studies. 1-6 credits.

Approved co-curricular activities and/or projects of a practical nature. No more than six hours of practicum credit can be applied to major. Proposals must be submitted to and approved by the course instructor for section and credit hour registration. To receive repeat credit, see school director. *Prerequisite: Permission of the school director.*

SCOM 320. Introduction to Interpersonal Communication. 3 credits.

Introduction to the fundamental theoretical perspectives in interpersonal communication. Emphasis on the effects of verbal and nonverbal messages on continuity and change in personal relationships. Consideration of the influence of cultural and social contexts on messages in relationships. Development of communication competence in diverse interpersonal contexts.

SCOM 330. Special Topics in Interpersonal Communication. 3 credits.

Study of current topics and issues in interpersonal communication. Topics and issues may include, but are not limited to aging and lifespan, communication education, computer mediated relations, deception and secrecy, friendship and rivalry, relationship rejuvenation and social support. May be repeated up to six credits.

SCOM 331. Communication and Conflict. 3 credits.

Consideration of theories of conflict emerging from the communication discipline and application to different forms of conflict at all levels of human interaction. An examination of communication and varied responses to conflict in diverse situations. Emphasis on competencies required for successful management, intervention and transformation of conflict. *Prerequisite: SCOM 240 or SCOM 245 recommended.*

SCOM 332. Mediation. 3 credits.

Study of analysis and resolution of human conflict. Emphasis on role of mediation in dispute resolution focusing on relationships, language, listening and problem-solving techniques. Consideration of the interpersonal and group approaches to study of conflict management. *Prerequisite: SCOM 240 or SCOM 245 recommended.*

SCOM/JUST 333. Negotiations. 3 credits.

Provides an overview of negotiation as a strategy for dealing with conflict. *Prerequisites: For Justice Studies majors, JUST 200 and one other 200-level JUST course. For SCOM fully-admitted majors/minors: No prerequisites.*

SCOM 334. Alternative Dispute Resolution. 3 credits.

Study of conflict resolution processes including mediation, arbitration and negotiation. Consideration of litigation and hybrid dispute processes such as summary jury trial, rent-a-judge and panel evaluation.

SCOM 335. Public Speaking Consulting. 3 credits.

Students learn consulting techniques for all phases of public speaking process, including preparation, rehearsal and self-analysis. Specific emphases include the use of PowerPoint and other visual media in oral presentations, the history of communication centers, peer education and public speaking fundamentals. Based in contemporary human communication theory, Public Speaking Consulting provides experiential learning opportunities in JMU's Communication Center. *Prerequisite: SCOM 121, SCOM 122 or SCOM 123.*

SCOM 338. The Art of Public Debate. 3 credits.

This course focuses on the practical application and critical examination of debate in the public sphere. The course provides students with experience in researching, constructing and presenting topics for public debate. Additionally, students will be asked to examine pieces of public debate in order to provide them with the tools to critically examine public discourse in a manner consistent with being a productive and active citizen. This course will culminate with a public debate tournament.

SCOM 340. Principles and Processes of Interviewing. 3 credits.

Study of communication principles and processes in interviewing. Emphasis on interpersonal processes involved in interview structures, goals and question types. Development of communication skills in information, persuasive, counseling, health care, employment and performance appraisal interviews.

SCOM 341. Persuasion. 3 credits.

The study of oral communication as a determinant of attitudinal and behavioral change. Emphasis on the various kinds of artistic and nonartistic proofs as they apply to human motivation. Consideration of the application of behavioral research findings to persuasion. *Prerequisites: SCOM 240 and SCOM 280.*

SCOM 342. Argument and Advocacy. 3 credits.

The study of the techniques and principles of argument and advocacy. Emphasis on developing, presenting and defending a position on controversial questions. Consideration given to contemporary theories of public argument.

SCOM/WRTC 343. Contemporary Rhetorical Theory and Practice. 3 credits.

A research-infused course that familiarizes students with the major theories, trends and figures in contemporary rhetoric. Students will study the foundational principles of contemporary rhetorical theory and their

applications in academic, professional and civic contexts. *Prerequisites: WRTC 103 or equivalent; For WRTC majors: WRTC 200, WRTC 210 or WRTC 211, and WRTC 220 and WRTC 240.*

SCOM 344. Oral Interpretation. 3 credits.

Study and application of theories concerning the oral presentation of various forms of literature including prose, poetry, drama and nonfiction materials. Emphasis on performance. *Prerequisite: Any 100-level SCOM course.*

SCOM 345. Nonverbal Communication. 3 credits.

Study of nonverbal means through which people relate to one another. Consideration of the communicative effects of environment, facial expression, voice, posture, gestures, touch, distance and physical appearance. *Prerequisite: Any 200-level SCOM course.*

SCOM 346. Free Speech in America. 3 credits.

The study of the evolution of freedom of speech in America from Colonial times to the present day. Emphasis on the major periods of development and on the role of courts in defining freedom of speech. Special consideration of contemporary freedom of speech controversies.

SCOM 347. Communication, Diversity and Popular Culture. 3 credits.

Study of the rhetorical dimension of communication practices and texts found in popular culture. Emphasis on issues of diversity as they are manifested in the communication practices found in popular culture. Emphasis on strategic communication choices in a diverse, multicultural world. Emphasis on critical thinking, self-reflexivity and communication analysis. *Prerequisite: SCOM 121, SCOM 122 or SCOM 123.*

SCOM/WGS 348. Communication and Gender. 3 credits.

Study of theories and research regarding the influence of gender in various human communication contexts, both public and private. Emphasis on the critical analysis of existing theory and empirical research and the potential competent uses of communication for social change. *Prerequisite: Any 100-level SCOM course.*

SCOM 349. Ethnographic Approaches to Communication Studies. 3 credits.

This course offers an examination of ethnographic approaches to interpersonal, organizational, health and public communication studies. Students will analyze the role of ethnographic methods and inductive research processes toward building theories of communication and assessing communication practices. *Prerequisite: Any 100-level SCOM course or permission of the instructor.*

SCOM 350. Organizational Communication. 3 credits.

Students gain a complex understanding of organizing practices by investigating the evolution of how historical events have influenced organizational communication and managerial practices at work. Drawing upon communication theory, students analyze various organizational communication practices such as the management of workers, development of organizational culture, and interaction with larger systems. Learning is complemented by an experiential learning project.

SCOM/WRTC 351. Visual Rhetoric. 3 credits.

A study of the rhetorical foundations of visual and verbal arguments in academic disciplines and popular culture. Students will analyze and produce visual and verbal arguments in a variety of rhetorical contexts. *Prerequisites: WRTC 103 and any 100-level communication studies course or permission of the instructor.*

SCOM 352. Communication and Social Movements. 3 credits.

A study of the use of communication in social movements. Emphasis on the types of communication used in social movements and on ways to produce and respond to such messages. This course examines a variety of different social movements within the political process including nonprofit organizations. *Prerequisite: SCOM 240.*

SCOM 353. American Political Culture and Communication. 3 credits.

Study of functions performed by communication in politics. Emphasis on a variety of communication forms and techniques used by advocates both in campaigning and governing. Consideration of contemporary campaigns and the role of communication in their successes and failures. *Prerequisites: SCOM 240 and POSC 225 are recommended.*

SCOM 354/WRTC 326. Environmental Communication and Advocacy. 3 credits.

An exploration of the multifaceted aspects of environmental controversies including the rhetoric, advocacy campaigns, and decision-making processes that produce and attempt to manage environmental conflict. Emphasis on persuasive efforts by interest groups, corporations, resource managers,

government agencies, scientific experts, politicians and citizens to influence public understanding of environmental issues, adoption of sustainable behavior and lifestyles and public policy outcomes.

SCOM 357. Youth, Communication and Culture. 3 credits.

Grounded in the cultural communication perspective, the course examines the relationship between communication, youth and popular culture. Defining youth as children, tweens, teens and college-aged young people, this course focuses on communication issues such as how youth are represented in various forms of popular culture; how they are defined by corporate discourse; how young people make sense of popular culture artifacts; and how they become cultural communicators as well as consumers.

SCOM 358. Business and Professional Communication Studies. 3 credits.

Students investigate the nuance and complexity of communication in modern organizational life. A portion of the class is dedicated to the skills involved in a competitive, successful career search. In addition, students develop the skills to become an ethical and effective organizational citizen. *Prerequisite: Junior or senior status.*

SCOM 361. Public Relations Techniques II: Visual. 3 credits.

Study of visual communication techniques for public relations. Survey of design principles and elements used for developing visually effective messages with an emphasis on publication design and production, photography, and computer-mediated presentations. Students should provide a camera and be familiar with desktop publishing and presentational software. *Prerequisite: SCOM 261; open to SCOM public relations concentration students only.*

SCOM 362. Public Relations Theory and Concepts. 3 credits.

The purpose of this course is to introduce students to the theoretical body of knowledge in public relations. In this course, students will learn core tenants of important theories and concepts and apply these to the ethical practice of public relations. The breadth of theories covered will be useful for any public relations specialization and builds an essential foundation to better understand the research-based character of the public relations process. *Prerequisite: SCOM 260.*

SCOM 363. International Public Relations. 3 credits.

Explores the special professional challenges and opportunities arising from the dynamic global public relations developments characterizing the beginning of this century, taking into account social, economic, political, legal, and cultural factors as well as new media developments. *Prerequisite: SCOM 260 or permission of instructor.*

SCOM 365. Sports Public Relations. 3 credits.

This class is designed to provide students with opportunities to explore the profession of sports public relations. In this class, students will discuss various sports communication issues including media relations, community relations, player relations, fan relations, crisis communication, sports social responsibility and more. *Prerequisite: SCOM 260.*

SCOM 367. Advanced Public Relations Writing. 3 credits.

Offers advanced public relations students experience in the wide range of writing style and applications that are essential to successfully begin their professional careers. The course focuses on understanding and mastering action-oriented communication methods and best professional practices. Provides both a conceptual framework and in-depth training in advance techniques. *Prerequisite: SCOM 261. Open to SCOM public relations concentration students only.*

SCOM 369. Topics in Engaged Public Relations. 3 credits.

Students will explore specific context of public relations and how public relations theories, processes, and skills can be used in the context. During the semester, students will discuss specific publics within the context and apply ethical communication strategies and tactics to engage with those publics. Courses provided could include crisis communication, corporate social responsibility, social media management, fashion public relations, etc. based on the expertise of the instructor. *Prerequisite: SCOM 260.*

SCOM 370. Introduction to Health Communication. 3 credits.

An introduction to the study of the theory and practice of communication in health- and medical-related fields. Emphasis on communication interaction between professional health providers and patients/clients. Consideration of strategies that promote effective communication between health/medical professionals and patients/clients. *Prerequisite: Any 100-level SCOM course.*

SCOM 371. Talking Through Tough Cases: Ethical Principles and Practices in Communication Studies. 3 credits.

Seminar study of current ethical dilemmas and various responses from a communication perspective. Explores theories, principles and practice of managing diverse positions and non-adversarial communication. *Prerequisite:* Six hours of SCOM courses including SCOM 240.

SCOM 381. Communication Criticism. 3 credits.

The study of rhetorical and critical research methods in various communication contexts. Emphasis is on developing and applying appropriate standards to consider communicative factors such as audience, tone, and rhetorical strategies. Consideration of criticism of public address, mass media, and other forms of persuasive communication. Students will be expected to conduct an original research project and present findings in a paper and/or oral presentation. *Prerequisite:* SCOM 280.

SCOM 383. Communication Research Methodologies. 3 credits.

The study of research methods in various areas of communication. Emphasis on ability to research literature and criticize research design. *Prerequisites:* SCOM 280 and nine hours of SCOM courses.

SCOM 385. Qualitative Communication Research Methods. 3 credits.

Study of interpretive approaches to communication research using a variety of qualitative research methods, including field observation, qualitative interviewing, focus groups, narrative analysis and discourse analysis. Students will plan and conduct an exploratory qualitative study, prepare a written research report including a literature review and make a research presentation. *Prerequisite:* SCOM 280.

SCOM 386. Survey Research Methods. 3 credits.

The study of survey research methods in various communication contexts. Emphasis on using survey research methodology in communication audits, public relations problems and public opinion polling and the ability to research literature, develop and evaluate survey questions, and apply and interpret statistical tests. Students will be expected to conduct an original research project and present findings in a paper and/or oral presentation. *Prerequisite:* SCOM 280.

SCOM 388. Campaign Research Methods. 3 credits.

The study of research methods in various communication contexts. Emphasis is on ability to use research methods at various stages of communication planning including background research, primary research, strategic planning, monitoring and evaluation. Students will be expected to conduct an original research project and present findings in a paper and/or oral presentation. *Prerequisite:* SCOM 280.

SCOM 390. Directed Projects. 2-3 credits, repeatable to 6 credits.

Supervised projects related to any aspect of human communication. Emphasis on original individual or group programs beyond the school's usual curricular or co-curricular offerings. Formal report(s) required for awarding of credit. *Prerequisite:* Permission of the school director.

SCOM 391. Communication Career Strategies. 1 credit.

The study of strategies for implementing a job/internship campaign. Emphasis on conducting a self-assessment, locating job and internship openings, writing resumes, cover letters and follow-up messages, conducting informational interviews, networking, interviewing techniques and marketing a communication studies degree. *Prerequisite:* 12 credit hours in SCOM.

SCOM 394. Core Assessment in Communication Studies. 0 credits.

Students participate in testing, interviews and other assessment activities as approved by the School of Communication Studies. Grades will be assigned on a credit/no credit basis. *Prerequisites:* SCOM 240, SCOM 241, SCOM 242, SCOM 280 and SCOM 341.

SCOM 395. Study Abroad Seminar. 3-6 credits.

Intensive examination of specialized international communication topics arranged in cooperation with a faculty member. Prior arrangements must be made with the program director. *Prerequisites:* Permission of the program director and school director required.

SCOM 413. Advanced Topics in Communication Studies. 1-6 credits repeatable to 6 credits.

In-depth exploration and analysis of a communication-related theory, context, topic or problem, culminating in a research project documented in written, oral, visual and/or multimedia presentations. Course content varies based on faculty expertise. *Prerequisites:* Senior standing and 15 hours of SCOM courses.

SCOM/ WGS/WRTC 420. Feminist Rhetorics. 3 credits.

Surveys key women figures in classical and contemporary rhetorical traditions and challenges the strategies used to historicize this tradition

from feminist perspectives. Explores diverse feminist rhetorical discourses informed by race, sexual orientation, ethnicity and social class. *Prerequisites:* WRTC 103 or equivalent and junior or senior standing, or permission of the instructor.

SCOM 425. Leadership Communication. 3 credits.

This course promotes understanding and development of organizational leadership through investigation of theory and analysis. Students explore varied and sometimes contradictory models of leadership and learn how to articulate and express ideas that encourage others to advocate for and bring about positive change. *Prerequisite:* Junior or senior standing.

SCOM 431. Legal Communication. 3 credits.

Study of the role of communication in the legal process. Emphasis on communication questions/problems which litigants, lawyers, judges and jurors face. Consideration of legal argument, negotiation, trial advocacy, decision making and communication technologies.

SCOM 432. Senior Seminar in Conflict Analysis and Intervention. 3 credits.

An advanced seminar, capstone course open to all junior and senior SCOM students, and required for conflict majors and minors. Special topics are developed to include research in conflict analysis and intervention, current trends in dispute resolution, evolving practices in conflict transformation, peacemaking, and mediation, as well as other relevant and timely issues.

SCOM 440. Family Communication. 3 credits.

Study of the processes and functions of family communication, including managing dating, marital, parent-child and intergenerational relations. Theoretical and applied examination of communication and cultural processes that define and construct family structures, systems and boundaries. Course also examines histories of family communication as constructed in popular culture. *Prerequisite:* SCOM 280.

SCOM/HIST 441. Oral History. 3 credits.

This course will explore the theory and practice of oral history. Through a series of readings, students will consider the many promises and challenges of the discipline, including issues related to memory, objectivity, ethics, the law, and technology. Students will also engage in an experiential learning exercise in which they collaborate to produce an oral history project. *Prerequisite:* HIST 395 or permission of the instructor.

SCOM 442 Advanced Topics in Advocacy Studies. 3 credits.

Advanced topics in advocacy studies is the concentration's capstone. Through case studies, readings, discussions and experiential activities students investigate complex issues in the field of advocacy. Students apply theoretical knowledge and skills as they explore the interaction between advocacy and communication. *Prerequisite:* Senior standing.

SCOM 447. Facilitating Public and Organizational Engagement Processes. 3 credits.

Students will learn theories and tools that help organizations and communities think through difficult issues in ways that are productive. Dialogue, deliberation, strategic planning and collaboration are communicative tools that help people deal with complex issues by promoting understanding of multiple viewpoints of the issues, engaging in processes to facilitate choice-making and ways to act together to implement these decisions. Hands-on experiences will be utilized. *Corequisite:* Communication majors or minors who have completed 12 credits in communication.

SCOM 448. Communication, Culture and Identity. 3 credits.

This class examines theory and research of cultural communication, and reflexively considers how communication practices construct identities and arrange social relations within diverse contexts and applied settings. *Prerequisite:* Any one of the following courses: SCOM 305, SCOM 347, SCOM 348, SCOM 349, SCOM 352, or SCOM 357.

SCOM 449. Communication Training. 3 credits.

Students learn to analyze organizations to manage and solve communication problems and improve organizational life. Through experiential learning students will become familiar with strategies and activities designed to help others improve their communication skills. Students gain experience leading meetings, engaging an audience, collaborating, and facilitating difficult conversations. *Prerequisites:* SCOM 242, junior standing and 12 hours in speech communication.

SCOM 450. Advanced Studies in Organizational Communication. 3 credits.

Advanced studies in organizational communication is the concentration's capstone. Through case studies, readings, discussions, and experiential activities students investigate complex issues that emerge for organizations

and their members. Students apply theoretical knowledge and skills as they develop organizational communication concepts to analyze a communication problem. Expertise is showcased through an applied field study in an active organization. *Prerequisites: SCOM 350 and senior standing.*

SCOM 453. Political Campaign Communication. 3 credits.

An advanced study of communication techniques, procedures and processes as they relate to political campaign communication. Emphasis upon the design, execution and production of various communication messages. Consideration of the impact and utilization of various technologies in political campaigns.

SCOM 460. Public Relations Management. 3 credits.

Intensive study and research of advanced communication management skills, theory and principles using case and field studies. Special attention to systematic and ethical management of communication and action affecting an organization's internal and external publics. *Prerequisite: SCOM 261.*

SCOM 461. Public Relations Campaigns. 3 credits.

The capstone course for the public relations program of study. Students further their theoretical understanding and practical skills in the processes of research, planning, communication/action, and evaluation by conducting campaigns for specific organizations. *Prerequisites: SCOM 362, one advanced public relations technique course, one advanced research methods course and one public relations context course.*

SCOM 463. International Public Relations. 3 credits.

Explores the special professional challenges and opportunities arising from the dynamic global public relations developments characterizing the beginning of this century, taking into account social, economic, political, legal, and cultural factors as well as new media developments. *Prerequisite: SCOM 260 or permission of the instructor.*

SCOM 464. Communication, Culture and Sports. 3 credits.

This course examines the interrelationship between communication, culture and sports in today's society and how that interrelationship reinforces social values and norms, and the impact of cultural identification of class, race, and gender in connecting sports values with cultural values. Drawing on theories of rhetoric and social criticism, students will study several critical approaches to sports and public discourse and will apply those approaches to sports coverage and organizations. *Prerequisite: Junior or senior standing.*

SCOM/WRTC 465. Rhetoric of Environmental Science and Technology. 3 credits.

This course offers an advanced study of the way the public receives, makes sense of, and influences scientific and technical information about environmental issues. Implications of these processes on environmental policy will be analyzed. Readings and assignments will concentrate on the interactions between technical and public spheres of communication, with an in-depth examination of the way the media facilitates the transfer of information between scientific communities and public audiences. *Prerequisites: WRTC 103 or equivalent and junior or senior standing, or permission of the instructor.*

SCOM 467. Global Public Relations Seminar. 3 credits.

Advanced experimental learning approach combined with relevant theory and research provides students with an opportunity to enhance critical global communication knowledge and skills urgently required to meet this century's cultural, social, political and economic challenges. Students team with peers at universities worldwide in developing comprehensive strategic management programs. *Prerequisite: Permission of the instructor.*

SCOM 470. Health Communication Campaigns. 3 credits.

The study of advanced theory and practice of communication in health related fields. Consideration of topics relating to communication issues which affect communication interaction between health professionals and client/patients. Emphasis on the use of communication in health communication campaigns.

SCOM 471. Culture and Health Communication. 3 credits.

This course explores how we define and study culture in health communication. Specifically this course compares the culture-centered approach to studying culture and health communication to the cultural sensitivity or culture as barrier model. In this course we apply various theoretical lenses to understand diverse health beliefs and engage in dialogue about our own health beliefs.

SCOM/SMAD/POSC 472. Media and Politics. 3 credits.

A study of the media's role in political campaigns, concentrating on past/present election, the media's role in covering political parties and coverage of the governing process. Discussion of electronic and print will occur. Topics to be examined include campaign videos, CPAN, political ads, editorial cartoons, TV debates, convention coverage and radio talk show commentary.

SCOM 490. Special Studies in Communication Studies. 1-3 credits.

An independent study for students to pursue individual research under the guidance of faculty. Limited to senior communication studies majors in good standing with permission of school director.

SCOM 495. Internship in Communication Studies. 3-6 credits, repeatable to 6 credits.

Credit for the application of communication theory and skills in a directed, on-the-job learning experience. Open only to communication studies majors who meet specific criteria (see the school website). Up to six credits may be applied as electives in the communication studies' major. *Prerequisite: Permission of the school director.*

SCOM 499. Honors in Communication Studies. 6 credits.

Year course. *Prerequisite: Permission of the school director.*

Computer Information Systems

CIS 204. Computer Information Systems for Non-Business Majors. 3 credits.

An introduction to computer-based information systems. Emphasis is placed on the role of computers in business and society, computer hardware and software, design and implementation of information systems, computer ethics, and collaboration using computers. Students will design and create databases. Not open to business majors or minors.

CIS 221. Principles of Programming. 3 credits.

Students will be required to solve real-world business problems with computer programming using an Integrated Development Environment (IDE) and event driven logic. Projects will include the use of control structures (selection and iteration), subprocedures and functions as well as file and array processing logic. Not open to students who have taken CS 139 or ISAT 252 with a grade of "C" or better or are taking or have taken CS 149, CS 159 or CS 239.

CIS 301. Operating Systems and Server Administration. 1 credit.

This is a lab-based course that introduces the student to operating systems and server administration in a business environment. Students will learn the basic functions of an operating system through the hands-on use of Linux and Windows. Additionally, students will acquire hands-on server administration skills in order to better understand the operational and security demands of business applications. *Prerequisites for declared CIS minors: COB 204 and junior or senior standing. Prerequisite or corequisite for CIS majors: COB 300.*

CIS 304. Enterprise Architecture. 3 credits.

This course explores the analysis, design, implementation, evaluation and management of enterprise IT solutions. Emphasis will be placed on planning and modeling the enterprise. Topics include functional modeling, physical architecture design, security planning and recovery issues, project management, emerging technologies, and ethical, financial and global considerations. *Prerequisite or corequisite for CIS majors: COB 300. Prerequisite for declared CIS minors: Junior or senior standing.*

CIS 311. Analyzing Data in Organizations. 3 credits.

This course provides an overview of how to work with databases and other data sources in order to access relevant information in a timely and user-friendly manner. It includes discussions of a variety of data representation types, including relational databases, XML documents and cloud data. Students learn essential database concepts and gain practical experience in querying, reporting, and analyzing data. *Prerequisite: CIS 204 or equivalent knowledge (instructor permission is needed). Open only to Adult Degree Program students.*

CIS 312. Systems Planning and Analysis. 3 credits.

Information systems couple both technical (hardware, software, database, telecom) and socio-organizational (business processes, ethics, knowledge, users, developers) subsystems to create rich and available information for the purpose of optimizing business decisions. This course covers the techniques and common tools employed for planning and analyzing these systems. Emphasis will be placed on the system development life cycle, planning and analysis tools, and professional business writing. *Prerequisite: CIS 204 or equivalent knowledge (instructor permission is needed). Open only to Adult Degree Program students.*

CIS 313. Designing for the Web. 3 credits.

This course is an introduction to the design and development of web pages and websites. Major topics to be covered include: Hypertext Markup Language (HTML5), Cascading Style Sheets (CSS), the principles of design for user experience, responsive design and JavaScript. *Prerequisite: CIS 204 or equivalent knowledge (instructor permission as needed). Open only to Adult Degree Program students.*