

DEPARTMENT OF COMMUNICATION, MEDIA, AND THE ARTS

Chair: Catherine Zizik, M.F.A.

Assistant Chair: Matthew Pressman, Ph.D.

Assistant Chair: Jason Tramm, D.M.A.

Undergraduate Director

Communication and Design: TBA

Media and Arts: TBA

Broadcasting and Performing Arts: TBA

Graduate Program Directors

Communication: Ruth Tsuria, Ph.D.

Museum Professions: Gregory Stevens, M.A.T.

Graduate Faculty (Full-Time)

Communication (GR): Robinson; Tsuria

Museum Professions: Stevens

Communication

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www.shu.edu/academics/ma-communication.cfm (<http://www.shu.edu/academics/ma-communication.cfm>)

Faculty: Robinson, Tsuria

Major

- Communication and Digital Media Arts (M.S.) (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/professional-communication-digital-arts-ms/>)
- Communication Major (M.A.) (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/communication-ma/>)
- Museum Professions Major (M.A.) (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/museum-professions-ma/>)

Accelerated and Dual Degree

- Communication Dual Degree B.A./M.A. (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/communication-dual-degree-ba-ma/>)
- Communication/Diplomacy and International Relations Dual Degree M.A. (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/ma-communication-ma-diplomacy-international-relations/>)
- Museum Professions Dual Degree B.A./M.A. (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/museum-professions-dual-degree-ba-ma/>)

Certificate

- Intercultural Certificate (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/intercultural-communication-certificate/>)
- Organizational Communication Certificate (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/organizational-communication-certificate/>)
- Public Relations Certificate (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/public-relations-certificate/>)
- Strategic Communication and Leadership Certificate (<http://catalogue.shu.edu/graduate/college-of-human-development-culture-and-media/department-of-communication-media-arts/strategic-communication-leadership-certificate/>)

Note to Students: The following listing represents those courses that are in the active rotation for each department, i.e., have been offered in the past five years. Some departments have additional courses offered more rarely but still available – to find the complete list of all official courses for a department, please use the “Course Catalogue Search” function in Self-Service Banner

COMM 6000 Writing-Organiz and Client (3 Credits)

Planning, organizing, writing and editing are examined in this class as interrelated phases of written organizational communication. Emphasis is on the types of writing required of managers (including proposals, reports and business recommendations). Writing in APA style is a key component.

COMM 6003 Thry-Evolution Public Relation (3 Credits)

COMM 6050 Workplace Comm Technologies (3 Credits)

Communication technologies play a significant part in contemporary workplace environments and interactions. This course examines how to utilize digital media such as email, videoconference, project management tools, social media, and other new emerging communication apps and tools, for the betterment of the organization while also assisting students in developing communication competency skills in computer mediated environments utilized by their workplaces. The course is designed to increase students’ digital media literacy and critical thinking skills, and involves a hands-on approach to learning.

COMM 6075 Workplace Comm Interaction (3 Credits)

This course provides students an opportunity to develop the necessary communication skills required to obtain professional positions in for-profit and nonprofit organizations. The course focuses on three key areas concerning employee success: preposition messaging, workplace interactions, and employee brand development. Pre-position messaging includes position research in the communication field and developing effective messaging strategies to secure employment. Workplace interactions focuses on interacting with colleagues and supervisors effectively when hired. Employee brand development requires students to create a professional digital media presence coupled with evidence to support that image.

COMM 6110 Master’s Level Experience (3 Credits)

COMM 7002 New Media and Orgn'tl Comm (3 Credits)

This course addresses the role of interactive digital media in transforming organizations and institutions around the world from social, ethical, legal, and economic perspectives. Course content includes analysis of the impact of new communication technologies on individuals and groups. Students develop conceptual tools for examining the psychological, political, social, organizational, leadership, and cultural implications of various communication technologies.

COMM 7003 Leadership Communication (3 Credits)

This course introduces students to the theory and practice of communication as it applies to organizational leadership. Various leadership styles are examined in relation to communication styles, message construction, task and relational emphasis in interpersonal interactions along with the potential effects of leadership communication practices on employees, stakeholders, and workplace settings. Audience/stakeholder organizational analysis, interpersonal influence, and leadership challenges are explored extensively.

COMM 7111 Advanced Tech in Visual Comm (3 Credits)

Students gain hands-on experience in page designing, scanning, and electronic page description programs (PageMaker and QuarkXpress) used in today's industry. Students will create various print and electronic media for profit and non-profit corporations and are responsible for concept through to the final printed piece. Emphasis is placed on use of typography, color, images and layout to enhance the message of the piece.

COMM 7113 Topics-Corp and Pub Comm (3 Credits)

Selected topics in corporate and public communication chosen by the instructor.

COMM 7114 Topics-Corp and Pub Comm (3 Credits)

Selected topics in corporate and public communication chosen by the instructor.

COMM 7220 Design & Prod Effective Presen (3 Credits)

This course features a broad study of speaking and listening skills within corporations, and public and governmental agencies. Topics include building a professional image, nonverbal code systems, corporate strategies and tactics, formal and informal speaking situations, digital presentations, preparation and delivery of spoken messages, preparation and delivery of digital messages, analysis of speech qualities, and improvement of individual speaking skills. 3 credits.

COMM 7410 Cross Cultural Comm (3 Credits)

This course analyzes cultural variability and its impact on inter-personal, inter-group and inter-organizational communication. This course also studies ethnic and gender based cultural differences within the organization, differences between merging organizational cultures, and cultural issues in the globalization process of the marketplace. Relationships between national and organizational culture are discussed.

COMM 7413 Training and Development (3 Credits)

This course explores the concepts associated with communication training and development programs in various organizational settings. Students are introduced to the communication and education theories associated with adult learning and the workplace as well as message construction and application of those theories to on- and offline training environments. Additional topics of discussion involve issues associated with creating, designing, implementing, and assessing training programs along with potential positions that require training and development consultants and professionals.

COMM 7503 Leaders Change and Org Culture (3 Credits)

This course examines the development, nature, classifications, and characteristics of organizational culture. Communication theories, models, organizational practices, and structures are investigated as variables influencing organizational culture. Special attention is given to the role that leadership and employees play in creating, maintaining, and changing culture through communication behaviors.

COMM 7507 Leading Org Diversity (3 Credits)

Diversity includes all characteristics and experiences that define us as individuals. Research links diversity with employee satisfaction, retention, organizational productivity, competitiveness and increased value to customers. To be successful, leaders must understand the theoretical and practical value of diversity and apply its concepts and principles to their organizations aligning them with mission and organizational plans as a moral imperative and global necessity. This course explores all facets of the leader as multiculturalist.

COMM 7509 Org Strategy and Reality (3 Credits)

In leading an organization, leaders must employ knowledge of and skill in systems thinking. Actualizing strategy requires one to become a strategist, regardless of one's position in the organization. Organizations expect leaders to be able to guide the organization through cultural, stakeholder and situational analyses. Leaders see the broader picture and inspire to integrate all the elements in meaningful dialogue and action. This course further examines the role of leader as Strategist.

COMM 7510 Transforming Org Purpose (3 Credits)

Systems thinking and planning strategically are the hallmarks of successful leaders. Leaders transform analyses and insights into action through strategic communication, planning and implementation. Leaders are able to take the 'what if' analysis and transform it into concrete plans and communication strategies to maximize commitment. This course further examines the role and skills of leaders necessary to deliver results in an uncertain world. Students will prepare and fine-tune their capstone project during this course.

COMM 7551 The Internet and Communication (3 Credits)

This course examines the Internet as a tool that promotes human interaction. Students apply communication concepts and theories to understanding the communicative aspects of the Internet for and on users of computer mediated communication. Students investigate the multi-modal nature of computer/mobile devices in relation to message construction and community-building or polarizing communication behaviors in various contexts. Special attention is given to the implications of digital interactions on identity construction, interpersonal and professional interactions and relationships.

COMM 7762 Events Management (3 Credits)

This course helps students to develop an in-depth knowledge of the practices and concepts related to event management. Students will understand the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within various contexts (e.g. fundraising, business conferences, sports, entertainment, and others).

COMM 7772 Spec Topic-Intro to Corp Video (1 Credit)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7773 Spec Topic-Intro Desktop Pub (1 Credit)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7774 Spec Topic-Intro to Multimedia (1 Credit)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7775 Theory-Practice Digital Comm (3 Credits)

This course focuses on the definition, adoption, and applications of digital media, as well as its social and cultural aspects. The course examines the relationship between digital communication technology, society, and culture. This course infuses theory with practice, allowing students to explore various scholarly texts, as well as consider real-world developments and applications.

COMM 7776 Sp Tp - Comm Theory (3 Credits)**COMM 7778 Special Topics (3 Credits)**

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7779 Crisis Communication (3 Credits)

This course examines the latest theory, practice and approaches for understanding and responding to organizational communications across a range of crisis situations. The course is designed to provide students with insights into the processes, skills, strategies and tactics to be used during a crisis. This course will review and evaluate instructive case studies, common methods and best practices in the field. Topics covered include key theories and principles in crisis communication, which students apply by analyzing actual cases drawn from recent headlines. Students will have the opportunity to apply the concepts learned by responding to real-world situations and crisis communication strategies.

COMM 7780 Special Topics (1 Credit)

Selected topics in corporate and public communication chosen by the instructor.

COMM 7781 Speech Writing (1 Credit)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7788 Events Management (1 Credit)**COMM 7789 SpTp - Adv Qualitative Methods (3 Credits)****COMM 7790 SpTp - Case Studies Org Comm (3 Credits)****COMM 7791 Marketing-Pub Relat-Nonprofit (3 Credits)**

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7792 Online Public Relations (3 Credits)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7793 Change Mgmt and Change Comm (3 Credits)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7794 SpTp - Comm Technologies (3 Credits)**COMM 7795 Financial Pub Relations (3 Credits)**

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7797 Special Topics (3 Credits)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 7799 ST-Lang of Pres Campaign 2008 (3 Credits)

Each semester specialty classes (three and one credit) are offered to meet unique graduate needs and interests in various aspects of corporate and public communication.

COMM 8000 Communication Research Methods (3 Credits)

Research plays an important role in professional fields, such as in broadcasting, journalism, public relations, marketing, and organizational communication, as well as in academia. This course will familiarize students with the various research methods employed in academia and in the communication fields. This course reviews qualitative methods, such as ethnography, textual analysis, interviews, focus groups, descriptive surveys, as well as digital and creative methods.

COMM 8003 Public Relations Strategy-Plan (3 Credits)

This course examines the process of researching, planning, implementing, and evaluating Public Relations campaigns and programs. This course provides students with a theoretical and strategic overview of public relations as well as practical guidelines for designing Public Relations programs and campaigns for clients. Students are provided tools to examine and understand the theories behind Public Relations strategy and planning, and then asked to demonstrate their understanding of these concepts by applying them through the creation of a Public Relations campaign.

COMM 8004 Reputation Management (3 Credits)**COMM 8005 SpTp - Workplace Comm in Film (3 Credits)****COMM 8006 SpTp - Workplace Interactions (3 Credits)****COMM 8007 SpTp - Comm and Pop Culture (3 Credits)****COMM 8190 Masters Project (3 Credits)**

The Master's Thesis is the culmination academic experience for a Master's Student and represents his/her ability to apply learned research, writing and other technical skills. The thesis is continued from Communications Research and supervised by a faculty thesis advisor. Prerequisite: Communication Research.

COMM 8199 Sp Tp - Master's Project I (3 Credits)

This course is one of a two-part culminating academic experience for students and represents his/her ability to apply learned research, writing, and other technical skills related to the field. The course requires students to select a communication research topic of interest, formulate a research question related to that topic, and conduct research on the topic leading to the first three chapters of a research project. Students work closely with an academic adviser as they formulate a final research deliverable resulting in either a project or thesis.

COMM 8200 Sp Tp - Master's Project II (3 Credits)

This is the second culminating academic experience in the program extending from Master's Project I. Based on the topic and deliverable selected, students continue to work with an academic adviser to complete Chapters 4 and 5 of their thesis or project. Regardless of the deliverable, students conduct original research and develop conclusions, recommendations, or solutions to the communication phenomenon explored. Students are required to present their project in the semester's culminating defense.

COMM 8500 Communication Portfolio (3 Credits)

Assists students in meeting and demonstrating their specific and individual communication goals in personal and professional settings. The course contributes to a program that is theoretical and practical in nature and prepares students for both, professional fields and additional graduate academic endeavors. The portfolio permits students to showcase their communication skills and abilities via an evidence-based set of artifacts that can be shared with potential employers or applications for advanced degree programs that were crafted and curated during their graduate study.

COMM 8527 Communication Excellence III (2 Credits)