Nebraska Wesleyan University

Organizational Communication (Adult Undergraduate)

Catalog

2013-2014

Majors, Minors & Degrees

Majors

1. Bachelor of Science in Organizational Communication

Courses

COMM 003 Introduction to Professional and Academic Communication

3 hours

This course focuses on introducing, developing, and refining the communication skills necessary for success in professional and academic arenas. The types of professional and academic writing students will undertake will include business and technical writing (e.g., memos, letters, reports); academic writing (e.g. research papers, position papers, response papers); and electronically mediated communication (e.g. email, telephone). All writing projects will emphasize the processes of drafting, revising, and editing. While the course will focus principally on honing written communication skills, students will also engage in individual and collaborative oral communication projects. Additionally the course will introduce information and strategies that will help working adult learners to succeed in college.

Offered in the Adult Undergraduate program only.

COMM 040 Interpersonal Communication

3 hours

An introductory study of theories, models, and key variables of communication within the context of interpersonal relationships. Using primarily an experiential approach, the course covers topics including verbal and nonverbal processes, listening and feedback, communication competence, and goals.

COMM 050 Intercultural Communication

4 hours

This course is designed to provide students with an understanding of the uniqueness of cultures and the resulting variations in communication styles and preferences and to provide strategies and skills for successfully communicating across cultural differences. Students will spend at least 20 hours during the semester working with community agencies serving clients from diverse cultures.

COMM 100 Introduction to Organizational Communication

3 hours

This course will explore theories, processes, and variables that explain and predict communication behavior in complex organizations. A major emphasis of the class will be on application of these concepts to actual organizational contexts.

Offered in the Adult Undergraduate program only.

COMM 130 Communication Theory

4 hours

This course is intended to serve as a general introduction for majors and interested students to the theories and research questions investigated by social scientists interested in the processes of human communication.

COMM 141 Introduction to Leadership

3 hours

Students will explore components of leadership theory, skills, and behaviors, and will examine and practice effective communication behaviors as related to leadership processes and roles.

COMM 151 Communication Research Methods

3 hours

This course is a general introduction to research methods most commonly used in the Communication discipline. Students will learn how to identify, understand, and appropriately employ a variety of quantitative and qualitative research methods. Students will learn how to critically analyze and evaluate journal articles from Communication and related disciplines. This course will prepare students to complete research projects and use scholarly writing in future courses as well as in their careers. This course is quite similar to the COMM 150 Research Methods course taught in CLAS, however, given the age, experiences and aspirations of the Adult Undergraduate Program students, a special effort will be made to provide a focused application to the organizational setting.

Offered in the Adult Undergraduate program only.

Prerequisite(s): COMM 100 Introduction to Organizational Communication and COMM 130 Communication Theory.

COMM 155 Mass Media

3 hours

A study of the development of types of media including books, newspapers, magazines, radio, television, and film. The interaction of these media and their impact on society and the individual are included.

COMM 160 Group Communication

3 hours

This course will develop competent participation and facilitation of group communication processes. Students will study theories, models, and key variables of communication within groups, and will participate in a variety of group communication activities.

COMM 167 Communication and Aging

3 hours

Communication and Aging explores the ways in which communication affects, and is affected by, the aging process. Specifically, this course is designed to: 1) develop an increased awareness of factors associated with aging that affect or are affected by communication, 2) introduce students to the theory and research in the areas of communication and aging, 3) improve students' ability to evaluate behavioral and social science research, and 4) increase students' knowledge of the basic issues involved in this area of research enabling them to engage in more effective intergenerational encounters.

Offered in the Adult Undergraduate program only.

COMM 171 Copy and Layout

3 hours

This course provides a practical application of creative strategy, process, and execution. The overall goal is to help students design effective advertisements and commercials in a variety of media including print, television, radio, direct mail, outdoor, and web-based. Students will learn to produce ads for local, regional, national, and international markets.

COMM 185 Diversity Issues in U.S. Society

3 hours

This course focuses on a variety of issues a pluralistic society faces in current times. It will reflect upon historical foundations of cultural frameworks in the United States, immigrant cultures, cultural tolerance, empowerment and the close intersections of our global community. In addition, the students will have a chance to reflect upon their own cultural identity, biases, communication issues, and teachings in regards to racism, sexism, language diversity, and ethnocentrism.

Offered in the Adult Undergraduate program only.

COMM 200 Conflict Resolution

3 hours

This course focuses on constructive individual and group interaction by providing practical strategies for handling complex interpersonal dynamics. Class content weaves theory with skill building to help students explore the nature of conflict and a range of approaches to resolving differences. Students will discover what influences problem solving and decision-making through the application of negotiation, communication, and perceptual skills.

Offered in the Adult Undergraduate program only.

Prerequisite(s): Junior standing or permission of the instructor.

COMM 225 Persuasion

4 hours

A study of theories and practices of persuasion within a variety of communication contexts. Students will be expected to apply these concepts to out-of-class persuasive situations.

COMM 232 Public Relations

3 hours

The course in Public Relations is a study of the nature of public relations, the persons involved, its relationship to public opinion, and the channels communication that are used. Special attention is given to the application of public relations strategies for particular events or organizations.

COMM 260 Principles of Advertising

3 hours

This broad-based course overviews the history and criticism of advertising, as well as the fundamental aspects of targeting, positioning, media selection, and creative strategy. The culminating project involves working with a client to develop a full advertising campaign.

COMM 270 Communication in the Professions

4 hours

Students will design and make presentations for a variety of communication contexts and audiences. Both practical skills and theoretical insights will be enhanced. Students will complete major projects related to their professional interests. This class is open to majors.

Prerequisite: Instructor Permission

COMM 275 Professional Communication Strategies

3 hours

The course will provide knowledge and skill development relating to essential organizational communication effectiveness including individual, group, organizational and public strategies.

Offered in the Adult Undergraduate program only.

Prerequisite(s): COMM 003 Introduction to Professional and Academic Communication and COMM 100 Introduction to Organizational Communication.

COMM 298 Organizational Communication Seminar

3 hours

This course is designed to explore the intersection of the theory and practice of communication in an organizational context. Particular emphasis will be placed on understanding how organizations function as a part of the larger society. Topics include messages, networks, globalization, environmental influences, communication roles, technologies, organizational communication diagnosis, and change.

Offered in the Adult Undergraduate program only.

Prerequisite(s): Senior standing and COMM 151 Communication Research Methods.