Nebraska Wesleyan University

COMM 3501 Communication Research Methods

Catalog

2020-2021

Course Description

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 3500 Research Methods Communication 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.
Prerequisite(s): Sophomore standing and COMM 2301 Communication Theory.

Course Hours

3 hours

Departments

1. Organizational Leadership and Communication (Adult Undergraduate)