Nebraska Wesleyan University

Organizational Leadership and Communication (Adult Undergraduate)

Catalog

2022-2023

Majors, Minors & Degrees

Majors

1. Organizational Leadership and Communication (B.S.)

Minors

1. Communication Studies
2. Organizational Leadership and Communication
3. Public Relations

Courses

COMM 1100 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.

Archway Curriculum: Essential Connections: Writing Instructive

COMM 1170 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 1200 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 1600 Diversity Issues in U.S. Society

3 hours

This course focuses on a variety of issues in a pluralistic society. It will provide a theoretical framework for examining pluralism and culture. Some of the major issues/themes to be discussed include an examination of the personal and institutional "-isms" (racism, sexism, etc), language, cultural diversity, and how race/ethnicity influence communication styles. Students will reflect upon their own cultural identity and how their personal and professional experiences are influenced by the course framework. Opportunities will be provided to reflect on the diverse nature of society in both oral and written formats.

Archway Curriculum: Essential Connections: Diversity Instructive: Global
Archway Curriculum: Essential Connections: Diversity Instructive: U.S.
Archway Curriculum: Essential Connections: Discourse Instructive
Archway Curriculum: Integrative Core: UC Reflected Self Thread

COMM 1650 Communication and Global Diversity

3 hours

This course is designed to provide students with an understanding of the uniqueness of cultures and the resulting variations in communication preferences and styles. The focus will be on the study of cultural dynamics that influence the exchange of meaning between individuals and groups of different cultural and/or racial backgrounds, particularly as this applies to global interactions. Strategies and skills for successfully communicating across cultural barriers will be discussed and implemented. Offered through the Adult Undergraduate program only.

Archway Curriculum: Essential Connections: Diversity Instructive: Global
Archway Curriculum: Integrative Core: UC Reflected Self Thread

COMM 1800LD Speaking Reflectively

1 hour

In this thread culmination experience course, students will recognize significant connections among their thread courses, reflect on their experiences in exploring the core questions and learning objectives in those thread courses, and synthesize their answers to those questions as well as additional insights gleaned in their IDS 4800LD course. Students will develop skills necessary to effectively communicate in public, private, and professional settings, and they will present their ideas in a public forum.
Offered in the Adult Undergraduate program only.
Pre or corequisite(s): IDS 4800LD Discursive Reflections and completion of all other Integrative Core requirements.

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Integrative Core: UC Leadership Thread

COMM 1800RS Speaking Reflectively

1 hour

In this thread culmination experience course, students will recognize significant connections among their thread courses, reflect on their experiences in exploring the core questions and learning objectives in those thread courses, and synthesize their answers to those questions as well as additional insights gleaned in their IDS 4800RS course. Students will develop skills necessary to effectively communicate in public, private, and professional settings, and they will present their ideas in a public forum.
Offered in the Adult Undergraduate program only.
Pre or corequisite(s): IDS 4800RS Discursive Reflections and completion of all other Integrative Core requirements.

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Integrative Core: UC Reflected Self Thread

COMM 2301 Communication Theory

3 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.
Prerequisite(s): Sophomore standing.

COMM 2550 Health Communication

3 hours

Health Communication is the study and use of communication strategies to inform and influence individual and community decisions that enhance health. We will be exploring a wide range of messages and media in the context of health maintenance and promotion, disease prevention, treatment and advocacy. Through readings, discussion, written assignments, along with shadowing and interviewing a variety of health care professionals, you will learn theories focusing on the communication patterns and practices that shape health care in the U.S. as well as in other cultures.
(Normally offered in the spring semester.)

Archway Curriculum: Essential Connections: Discourse Instructive
Archway Curriculum: Integrative Core: Human Health and Disease Thread

COMM 2601 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.
(Normally offered each spring semester.)

Archway Curriculum: Integrative Core: UC Reflected Self Thread
Archway Curriculum: Essential Connections: Speaking Instructive

COMM 3201 Persuasive Communication

3 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.
Prerequisite(s): Junior standing and COMM 2301 Communication Theory or permission of the instructor.
(Normally offered each fall semester.)

Archway Curriculum: Integrative Core: UC Leadership Thread

COMM 3300 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 of communication that are used. Special attention is given to the application of public relations strategies for particular events or organizations.
(Normally offered each semester.)

Archway Curriculum: Integrative Core: UC Leadership Thread

COMM 3501 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 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.

COMM 3600 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.
(Normally offered each semester.)

COMM 3701 Organizational Communication

3 hours

Students will explore the intersection of the theory and practice of communication in an organizational context. Particular emphasis will be placed on understanding how power within and between organizations is shaped by and shapes society. Topics include identity, power, globalization, technology, and ethics.
Prerequisite(s): Junior standing and Communication 2301 and Communication 3501 or permission of the instructor.

COMM 4101 Communication in the Professions

3 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.
Prerequisite(s): Junior standing and permission of the instructor.

COMM 4200 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.

Archway Curriculum: Integrative Core: UC Leadership Thread

COMM 4200NC Conflict Resolution

0 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 4300 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 1200 Introduction to Professional and Academic Communication and COMM 1100 Introduction to Organizational Communication.

COMM 4300NC Professional Communication Strategies

0 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 1100 Introduction to Organizational Communication and COMM 1200 Introduction to Professional and Academic Communication.

LEAD 3100 Introduction to Leadership

3 hours

This course provides an overview of leadership perspectives, frameworks and theories and also focuses on how communication is the essential tool for engaging in relational leadership processes. In the last 30 years information about leadership has exploded, and this class is designed to help you to be better consumers of information about leadership as well as to have a clearer and more useful repertoire of ideas, and practices to intentionally engage in the leadership process, no matter the role in which that engagement occurs. You will also spend time analyzing your own experiences, beliefs, and assumptions about leading, following and communicating effectively.

Archway Curriculum: Integrative Core: UC Leadership Thread

LEAD 3200 Interpersonal Communication for Leadership

3 hours

Interpersonal Communication for Leadership is a core course for Organizational Leadership and Communication majors at Nebraska Wesleyan University. The course is significant for students of all majors as every person participates in interpersonal relationships in a variety of contexts: leadership, family, friends and colleagues. In this course we will explore the dynamics of human interaction, relational sense-making, and the influence of context and individual variables on relationships. Primary emphasis will be placed on the application of interpersonal communication concepts and theory to leadership contexts.

Archway Curriculum: Integrative Core: UC Reflected Self Thread

LEAD 4100 Group and Team Dynamics

3 hours

Group and Team Dynamics is an intermediate-level course in the organizational leadership and communication curriculum that focuses on group and teams. In this class we will examine theories, variables, models, and processes of communication occurring in the context of formal and informal groups and teams. The course is designed to develop competent participation in and facilitation of group processes. Specifically, after taking this course you should be able to:
•Describe the factors that affect the performance of groups and teams
•Analyze theories and apply them to group activities in organizational settings
•Understand leadership process within groups and teams
•Describe how communication functions affect group members and the outcomes of group processes
•Demonstrate effective communication skills as a group member
•Demonstrate facilitation skills for group tasks and activities

Archway Curriculum: Integrative Core: UC Leadership Thread
Archway Curriculum: Essential Connections: Discourse Instructive

LEAD 4300 Leadership for Complex Challenges

3 hours

Through many contexts in history and through the midst of conflicting forces that arise within organizational systems, leaders are faced with adaptive challenges. The course distinguishes between authority and knowledge, provides a diagnostic framework for assessing the typical mechanisms in which social systems avoid work on critical issues, and explores strategies and tactics of intervention to mobilize adaptive work.
Prerequisite(s): COMM 1100 Introduction to Organizational Communication, LEAD 3100 Introduction to Leadership, LEAD 3200 Interpersonal Communication for Leadership, and LEAD 4100 Group and Team Dynamics.

Archway Curriculum: Integrative Core: UC Leadership Thread

LEAD 4500 Action Research for Leadership

3 hours

This course will introduce action research, a form of systematic inquiry by practitioners in their own practice. Students will attain a conceptual and practical understanding of action research methods in a variety of communication and leadership settings. In addition, students will prepare a sound action research proposal and explore strategies for transforming conditions through data-driven decision-making.
Prerequisite(s): LEAD 4300 Leadership for Complex Challenges.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

LEAD 4980 Organizational Leadership and Communication Seminar

3 hours

This capstone 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 organizational identification, globalization, power, communication roles, technologies, and multicultural influences on organizations. Student research groups will apply course material to an organization of their choosing.
Prerequisite(s): LEAD 4300 Leadership for Complex Challenges

Archway Curriculum: Essential Connections: Writing Instructive