COMM 1500 Basics of COMM at King Seminar. This required online course introduces students to the fundamentals of the communication discipline. Students learn introduction-level communication concepts and definitions, APA style, effective writing tips, and citing skills that prepare them for the COMM program at King................................................................. 1 s.h.

COMM 2400 Professional Communication. Students practice professional discourse and have an introduction to written and oral expression in professional communication environments. Assignments emphasize audience-centered writing, techniques, industry-specific expectations, and organized communication. Students hone resumes and practice effective interviewing ........................................4 s.h.

COMM 2500 Visual Rhetoric. Students design visually persuasive documents, business cards, letterhead, invitations, brochures, and other content. The course examines the production of everyday texts both written and visual. This course requires student-created projects and modification—demonstrating rhetorical principles, good design, and use of available software ................................................. 4 s.h.

COMM 2600 Intro to Media Communication. A survey of the mass media and measurement of its impact on society. This introductory course examines theories of mass communication in the contexts of radio, television, recordings, magazines, newspapers, books, films, the Internet, citizen media and social media. Topics also include ethical, moral and legal influences of the media on gender and minority issues. This is a foundation course for students pursuing careers in communication including print/broadcast media, public relations, sales and marketing, advertising, entertainment, digital media, and corporate communications............................................. 4 s.h.

COMM 2700 Advanced Speech Communication. This course develops student mastery of professional speech, focusing on both theory and practice in presentational skills. Students learn how to speak effectively in public, why some people are more effective than others, how to speak ethically, when to incorporate visual aids, and how to listen and critique others....................................................... 4 s.h.

COMM 3000 Communication Theory & Practice. An introduction to communication theory maps the complex landscape of the communication field that has roots in both the humanities and social sciences. Students will learn about the various approaches to defining a theory of communication: rhetorical, semiotic, and socio-cultural (to name a few). Theory gives students a firm basis for success in the many career fields where communication is enacted................................................. 4 s.h.
COMM 3200 Interpersonal Communication. This course overviews interpersonal communication, conflict management, and theory. Students learn the basics of interpersonal relationships, axioms that guide those personal and professional relationships, and effective tools for negotiating such complex connections. Students assess their own role-taking and conflict patterns in order to understand their natural approach to interactions. Students learn to initiate, maintain, repair, and negotiate effective interpersonal relationships through practical reflections and theoretical application of communicative concepts ................................................................. 4 s.h.

COMM 3300 Editing for Special Topics in Communication. This course explores special topics in communication. Each semester, the course topics change to include recent developments in communication, news stories of interest, and best practices for communication practitioners. Example topics include negotiation, effective crisis communication, social media campaigns, family conflict resolution, and countless other trends in the field of communication. Students write papers pertaining to the selected topics and revise these works in order to develop strong editing skills .. 4 s.h.

COMM 3400 Rhetoric & Persuasion. An introduction to the study and practice of persuasive discourse covering issues such the role of emotion, motives and values, propaganda and the abuse of persuasion, political persuasion, and media persuasion ................................................................................................................................. 4 s.h.

COMM 3500 Public Relations. An introduction to the many aspects of public relations such as relating to the mass media, managing crises, and preparing campaigns. Students will learn about theoretical, conventional, and mediated approaches to effective public relations. Students practice research in public relations and learn how to prepare media guides, press kits, press releases, pitch letters, brochures, newsletters, and advertisements ................................................................. 4 s.h.

COMM 3600 Organizational Communication. This course explores the fundamentals of effective organizational structures, communicative processes, and innovations at organizations. Students learn historical and developing approaches to organizing. Course emphasizes communication as permeating organizational creations, procedures, and effectiveness ................................................................. 4 s.h.

COMM 4100 Ethics in Communication. A study of philosophical and religious theories of ethics and of their application to selected problems in communication and technology. Emphasis on case studies, analysis, and discussion. Student discussion of abstract concepts is a primary method for examining theories, standards, and behaviors ...................................................................................................................... 4 s.h.

COMM 4500 Leadership Communication. This course overviews organizational and personal leadership styles. Students assess their own predispositions and learn to strengthen their leadership abilities in a variety of personal and professional contexts ...................................................................................................................... 4 s.h.

COMM 4990 Comprehensive Assessment. Undergraduate level. All candidates for a degree from King are required to demonstrate competency in their major field.
Students with more than one major must demonstrate competency in each of their major fields. Comprehensive assessment for the Communication program requires students to demonstrate competency in communication theory, effective written communication, and application of communication knowledge by means of a portfolio that is presented to department faculty and an outside reviewer. Students are required to successfully complete and pass this comprehensive assessment during their last semester in order to earn a BS in Communication. Any student who does not meet the minimum requirement (Pass) of their comprehensive assessment will not graduate until the requirement has been met.................................0 s.h.