

**COMM 1500 Basics of COMM at King Seminar.\*** This course is mandatory for new students at the beginning of their first semester in the Communication program. This required online course introduces students to fundamental skills like organized writing, citing, and APA style that prepare them for the COMM program at King ..... 1 s.h.  
\*Not designed for transfer

**COMM 2400 Professional Communication.** Students practice traditional methods of written and oral expression in professional communication environments. Assignments emphasize audience-centered writing, industry-specific expectations, and organized communication. Students also hone resumes and practice effective interviewing ..... 4 s.h.

**COMM 2500 Visual Rhetoric.** This course is an introduction to basic design. 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 ..... 4 s.h.

**COMM 2600 Introduction to Media Communication.** A survey of mass media and its impact on society. This introductory course examines and analyzes how radio, television, newspapers, books, films, the Internet, citizen media and social media shape society. Students consider the ethical influences of media and develop a critical lens for analyzing mass media texts and mediums ..... 4 s.h.

**COMM 2700 Advanced Speech Communication.** This course develops student mastery of professional speech, focusing on both theory and practice of presentational skills. Students learn how to speak effectively to various audiences by learning stress reduction techniques, organized speech principles, ethical strategies for presenting ideas, and visual aids. This course also incorporates listening and ethical critique of speeches..... 4 s.h

**COMM 3000 Communication Theory.** An introduction to communication theory that maps different schools of thought. This course teaches people to use theories to explain, predict, or control their communicative experiences and relationships. Course includes a theory-rich, application paper ..... 4 s.h.

**COMM 3200 Interpersonal Communication.** This course overviews interpersonal communication, conflict management, and theory. Students learn the basics of interpersonal relationships, rules that guide those personal and professional relationships, and effective tools for negotiating such complex connections. Students assess their own patterns in order to understand interactions. Students learn to initiate, maintain, repair, and negotiate effective interpersonal relationships..... 4 s.h.

**COMM 3300 Editing for Special Topics in Communication.** This course explores special topics in communication. The special 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 to develop strong editing skills ..... 4 s.h.

**COMM 3400 Rhetoric & Persuasion.** An introduction to the study and practice of ethical and unethical persuasion. Course covers 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 (PR) such as relating to the mass media, managing crises, and preparing campaigns. Students learn conventional and new-media approaches to effective public relations. Students practice research in public relations and learn how to prepare PR plans, press releases, memos, and proposals ..... 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 student-learned contributions to organizational communication that permeates companies, 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 realistic ethical dilemmas that enable students to consider the complexities of ethical decision-making. Emphasis on critical thinking and learning to apply ethical frameworks ..... 4 s.h.

**COMM 4500 Leadership Communication.** This course overviews professional and personal leadership styles. Students assess their own predispositions and learn to strengthen their leadership abilities and effectiveness habits 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 writing effectiveness and application of communication knowledge by means of a portfolio that is presented to department faculty and an outside reviewer (when available). Students are required to successfully complete comprehensive assessment during their last semester 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.