

COMMUNICATION STUDIES (CMST)

CMST 1500 Exploring Communication 3 s.h.

Introduction to the world of media, journalism and communication with a focus on various functional areas and career opportunities. Development of the requirements of the communication professional including teamwork, information gathering and communication skills.

CMST 1545 Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: ENGL 1549 or ENGL 1550.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 1545C CE Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: ENGL 1549 or ENGL 1550.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 1545H Honors Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: ENGL 1550.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 2600 Communication Theory 3 s.h.

The study of significant theories of communication that reflect the diversity of communication studies and address different communication contexts: interpersonal, group, public, organizational, and mass.

Gen Ed: Social and Behavioral Science, Social Science 2024.

CMST 2610 Intercultural Communication 3 s.h.

The study of key historical and contemporary theories that affect communication across cultural boundaries. Exercises for improving communication skills in intercultural communication situations are included.

Gen Ed: Social and Behavioral Science, Social Science 2024, Social and Pers Awareness 2024.

CMST 2620 Science Communication 3 s.h.

Project-based course in planning and disseminating public messages that explain and use science ethically and effectively to inform and influence people.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 2630 Social Media Literacy 3 s.h.

Students develop a critical understanding of social media platforms, content curation, digital citizenship, and online ethics. Through a blend of theoretical concepts and practical applications, this course will equip students with the skills to navigate the digital landscape responsibly and effectively.

CMST 2650 Rhetoric of Film 3 s.h.

Conceptual examination and critical analyses of film including mythic, feminism, Marxist, auteur, genre, and rhetorical perspectives.

Prereq.: ENGL 1551.

CMST 2654 Introduction to Public Relations 3 s.h.

An overview of public relations as an applied communication practice, emphasizing ethical and legal principles in strategic decision-making. Exploration of major PR theories, communication models, and the field's evolution. Examination of how public relations functions within integrated communication, including marketing, event programming, and organizational communication. Consideration of global and cultural influences on PR practice and the reciprocal relationship between organizations and their communities. Focus on how public relations strategies impact both organizational goals and community engagement.

Cross-Listed: MCOM 2654.

CMST 2655 Communication in Groups 3 s.h.

An introduction to theories and concepts relating to group communication effectiveness with practical career applications.

CMST 2656 Interpersonal Communication 3 s.h.

An examination of the skills necessary to develop, maintain, and evaluate one-to-one relationships. Through practical experiences from everyday life, the class examines what occurs when one person communicates with another.

CMST 3700 Quantitative Communication Research 3 s.h.

This course introduces students to quantitative research methods in communication studies, focusing on designing, conducting, and analyzing communication research. Students will gain skills in statistical analysis, survey design, and experimental methods.

Prereq.: 15 sh of Communication Studies including CMST 2600 with a grade of C or better and ENGL 1551.

CMST 3710 Qualitative Communication Research 3 s.h.

This course explores qualitative research methods in communication studies, emphasizing the design, collection, and interpretation of rich, contextual data. Students will learn foundational approaches such as interviews, focus groups, ethnography, and discourse analysis to investigate communication phenomena. The course combines theoretical grounding with hands-on practice, preparing students to conduct and critically evaluate qualitative research.

Prereq.: 15 semester hours of Communication Studies including CMST 2600 with a grade of C or better and ENGL 1551.

CMST 3717 Public Relations Campaigns 3 s.h.

Students will engage in analyzing target audiences, crafting persuasive messages, and effectively utilizing communication channels. Through case studies and hands-on projects, participants will design and implement a comprehensive PR campaign addressing real-world challenges and aligning with organizational objectives. Key topics include ethical considerations, crisis management, and the impact of digital media on public perception.

Prereq.: JOUR 2602.

Cross-Listed: MCOM 3717.

CMST 3740 Social Media Communication Strategy and Tactics 3 s.h.

Students learn strategies for managing personal and professional social media accounts, creating engaging content, and building strong online communities, focusing on community management, message design, and analytics.

Prereq.: CMST 2630.

CMST 3745 Individual Studies 1-3 s.h.

Student selects a special problem or issue in communication to research in detail under the direction of a faculty member, pending department committee approval. Repeatable to 6 hours.

Prereq.: Permission of instructor.

CMST 3746 Presentational Speaking 3 s.h.

In depth examination of the theory and practice of preparing and delivering presentations in today's work environment with emphasis of the impact of internet technology on the forms of oral communication presentations.

Prereq.: CMST 1545 or equivalent.

CMST 3747 Film Analysis: A Rhetorical Perspective 3 s.h.

Audience and critical rhetorical analysis of films. Approaches include Mythic, Genre, Auteur, Feminist, and Marxist with a focus on the rhetorical dimensions of the various perspectives.

CMST 3750 Gender Communication 3 s.h.

Principal concepts and issues of gender and communication as they apply to identity, and communication within and between the genders in a variety of contexts.

CMST 3754 Argumentation and Advocacy 3 s.h.

Developing critical thinking through systematic evaluation of critical thinking theories, principles, and practices of argumentation. This course will discuss critical thinking occurring in reading, writing, listening, and spoken discourse.

Prereq.: CMST 1545.

CMST 3754C CE Argumentation and Advocacy 3 s.h.

Developing critical thinking through systematic evaluation of critical thinking theories, principles, and practices of argumentation. This course will discuss critical thinking occurring in reading, writing, listening, and spoken discourse.

Prereq.: CMST 1545.

CMST 3756 Interviewing 3 s.h.

Theories of communication applied to interview situations with a special concern for developing student understanding of and skills needed to participate in one-to-one and panel interviews.

Prereq.: CMST 1545.

CMST 3757 Public Relations Writing 3 s.h.

Focus on the essential writing skills needed for effective public relations practice. Students will learn to create a variety of PR materials, including press releases, media kits, speeches, and social media content. Emphasizing clarity, persuasion, and audience engagement, the course will cover the principles of strategic communication and the importance of storytelling in PR. Students will refine their writing style and develop a critical eye for editing and feedback.

Prereq.: JOUR 2602.

Cross-Listed: JOUR 3757.

CMST 3790 Personal Brand Communication 3 s.h.

Introduction to the concepts personal brand communication, media image management, personal image repair, review of name-image-likeness (NIL) principles and practices.

CMST 4850 Social Media Campaigns 3 s.h.

This course equips students with the skills to develop, implement, and evaluate successful social media campaigns with a focus on strategic campaign implementation and lifecycle. Building upon foundational knowledge of social media, students will learn to craft compelling campaign strategies, create engaging content, and measure campaign performance.

Prereq.: CMST 1545 or CMST 2630.

CMST 4851 Communication Futures: Emerging Technologies and Trends 3 s.h.

This course explores the cutting-edge developments in communication technology and their impact on society. Students gain a deep understanding of emerging technologies, such as artificial intelligence, virtual reality, and augmented reality, and their potential applications in various fields.

Prereq.: Junior Standing.

CMST 4855 Interpersonal Communication Relationships 3 s.h.

Theories of relationship development, maintenance and termination. The impact of face-to-face and mediated communication on interpersonal relationships.

Prereq.: CMST 2600 and CMST 2656.

CMST 4859 Organizational Cultures 3 s.h.

Analysis of organizational cultures. Relationships between organizational culture and communication in modern organizations.

CMST 4879 Game Day Content Production 3 s.h.

Focus on producing attractive game day content for live events and TV audiences. This course guides students through the production process, focusing on strategic fan engagement. From inception to implementation and evaluation, students will gain practical experience in developing and managing impactful sports media projects.

Prereq.: MCOM 1570 or MCOM 2624 or permission of instructor.

Cross-Listed: MCOM 4879.

CMST 4896 Communication Internship 3 s.h.

Application of communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: Junior standing, 2.0 GPA, AND special approval required, OR special approval required.

CMST 4897 Communication Internship 2 3 s.h.

Application of communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: CMST 4896, Junior standing, 2.0 GPA, AND special approval required, OR special approval required.

CMST 4898 Media Analysis 3 s.h.

Application of methods of analysis to describe and critique the content of various types of media, including new media, news media, and entertainment media. Emphasis on the relationship between media content, uses, and effects.

Prereq.: CMST 3700.

CMST 4899 Senior Project 3 s.h.

Synthesis of research, writing, and presentation skills through the completion of a communication research project and professional development activity. Repeatable to a maximum of 6 s.h. Grading is Traditional/PR.

Prereq.: Senior standing, major in Communication Studies, 24 s.h. of communication studies major complete, including CMST 3700 or CMST 3799.

Gen Ed: Capstone 2024.

CMST 5810 Leadership, Diversity, and Belongingness in the Modern Workplace 3 s.h.

Experiential course exploring the concepts of leadership, diversity, and belonging in the modern workplace, focusing on intercultural communication, the benefits of a diverse workforce, and the challenges that organizations face in creating and maintaining an inclusive workplace.

Prereq.: None.

CMST 5845 Communication for Instructors and Trainers 3 s.h.

Experiential course for students interested in teaching or corporate training. The course introduces students to instructional design, instructional technologies, and best practices for teaching diverse learners in in-person, online, and hybrid courses.

Prereq.: none.

Cross-Listed: 4+1 for Multimedia Communication and Journalism students.

CMST 5850 Multimedia Content Creation 3 s.h.

Exploration and application of the art and science of multimedia content creation focused on skills to produce engaging, cross-platform content, multimedia storytelling, visual design, audio production, and interactive media, fostering their creative and technical proficiencies.

Prereq.: None.

CMST 5852 Conflict Management and Negotiation 3 s.h.

An in-depth analysis of the theories and variables influencing conflict management, resolution, and negotiation. Includes strategies and skills for meditation and arbitration.

Prereq.: Junior Standing.

CMST 5860 Persuasion and New Media 3 s.h.

Introduction to persuasion theory and application of theory to new communication media.

Prereq.: Junior standing.

CMST 5870 Advanced Public Relations 3 s.h.

This course examines and employs effective communication strategies for organizations in the contemporary world including in-depth exploration of advanced techniques, trends, and strategies that drive successful public relations campaigns, as well as foundational PR principles, and external communication concepts.

Prereq.: None.

CMST 5889 Theory of Sports and Communication 3 s.h.

CMST 5889. An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship.
Prereq.: Junior Standing.

CMST 5898 Seminar 3 s.h.

A cooperative exploration of topics in communication studies. May be repeated up to 6 semester hours.

Prereq.: Junior standing.

CMST 5898Y Seminar Ireland Study Abroad 3 s.h.

A cooperative exploration of topics in communication studies.

Prereq.: Junior standing.

CMST 6900 Survey of Communication Graduate Studies 3 s.h.

Orientation to teaching, learning, and research in the communication discipline for new graduate students.

CMST 6945 Communication for the Classroom Teacher 3 s.h.

The study of communication theory and practice appropriate for the prospective classroom teacher. Theories and application exercises focus on interpersonal communication, group communication, and classroom speaking.

CMST 6950 Computer Mediated Communication Research 3 s.h.

Theory, research, and application of CMC including examination of computer communication theories and relevant research methodologies, web design theory and critiques, blogging, podcasting, e-mailing, social media, multimedia storytelling. Design, implementation, and evaluation of CMC.

CMST 6953 Teamwork and Collaboration 3 s.h.

Principles and practices of group processes, critical thinking and creativity strategies, theory of group leadership and teamwork through collaborative strategies, conflict management and mediation, advanced group decision-making and problem solving, motivational strategies.

CMST 6957 American Corporate Culture 3 s.h.

Includes instruction in the types of cultures in American organizations, assessments of culture and climate, and best practices for shaping culture and improving climate to promote creativity, productivity, and employee satisfaction.

CMST 6970 Internship 3 s.h.

Communication-related work in a professional setting.

Prereq.: Special approval required.

CMST 6980 Qualitative Research Methods 3 s.h.

Introduction to and application of qualitative research methods relevant to business communication settings.

CMST 6990 Quantitative Research Methods 3 s.h.

Project-based course covering quantitative research methods, including surveys, experiments, and online analytics. Projects include data collection, analysis, and reporting using industry-standard software and platforms.

CMST 6991 Communication Problems: Independent Study 3 s.h.

Individual study and practical application of communication research principles to various organizational, group and mediated communication problems.

CMST 6994 Capstone 3 s.h.

Applied research paper on a communication topic. Oral presentation required. For non-thesis option students only. Thesis option students should take CMST 6995: Thesis.

Prereq.: Completion of the MA core courses.

CMST 6995 Thesis 3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses.

CMST 6996 Thesis 2 3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses AND CMST 6995.

CMST 6997 Thesis 3 1-3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses AND CMST 6995 and CMST 6996.