

# Communication (COM)

## Division of Humanities

- **Major: 42 credit hours**
- **Minor: 18 credit hours**
- **Major/Minor GPA required for graduation: 2.25**

### PROGRAM REQUIREMENTS:

- **Capstone: Seminar in Communication (COM 490)**
- **Research: Communication Research Methods (COM 460)**
- **Service: Small Group Communication (COM 305)**

**Mission:** Through interactive and engaging work in and out of the classroom, the communication major aims to develop professional, empathetic, and scholarly students by emphasizing: (1) an ethical understanding of professional and personal communication, (2) a mind for communication research, (3) strong public and interpersonal communication skills, (4) a clear understanding of communication theories and key case studies, and a (5) creative and critical focus on how relational, organizational, and public identity is communicated.

**Description of Major:** Students in this major choose one of three tracks: Human Communication, Organizational Communication, or Strategic Communication. The communication program also offers four minors, which complement a variety of other majors at McKendree University. At least 24 credits for the major must be earned at McKendree University.

### Student Learning Outcomes

*Students will:*

- Employ theories, perspectives, principles, and concepts to professional and personal relationships.
- Engage in communication inquiry through communication scholarship.
- Apply ethical communication principles to embrace diversity, influence public discourse, and engage in organizational leadership.
- Demonstrate self-efficacy through written communication, oral communication, and critical thinking skills.

**Preparation:** The communication major emphasizes a wide range of communication topics and theories considered essential for competing successfully in today's world. Classes in the program emphasize communication in a variety of contexts ranging from interpersonal to public communication. Students will develop skills in verbal, nonverbal, and written communication making them successful candidates in private, government, and non-profit sectors of the workplace and in their communities.

### COMMUNICATION MAJOR REQUIREMENTS 42 crs.

|                                                |          |
|------------------------------------------------|----------|
| <b>COM 205 PRINCIPLES OF PUBLIC RELATIONS</b>  | <b>3</b> |
| <b>COM 255 ORGANIZATIONAL COMMUNICATION</b>    | <b>3</b> |
| <b>COM 252 INTERPERSONAL COMMUNICATION (W)</b> | <b>3</b> |
| <b>COM 430 COMMUNICATION THEORY</b>            | <b>3</b> |
| <b>COM 460 COMMUNICATION RESEARCH METHODS</b>  | <b>3</b> |
| <b>COM 490 SEMINAR IN COMMUNICATION</b>        | <b>3</b> |
| <b>FOREIGN LANGUAGE</b>                        | <b>6</b> |

Select one of the following tracks/concentrations.

### 1. Human Communication

|         |                             |   |
|---------|-----------------------------|---|
| COM 353 | INTERCULTURAL COMMUNICATION | 3 |
| COM 360 | FAMILY COMMUNICATION        | 3 |
| COM 367 | NONVERBAL COMMUNICATION     | 3 |

### 2. Organizational Communication

|         |                                         |   |
|---------|-----------------------------------------|---|
| COM 305 | SMALL GROUP COMMUNICATION               | 3 |
| COM 310 | BUSINESS AND PROFESSIONAL PRESENTATIONS | 3 |
| MGT 354 | BUSINESS COMMUNICATIONS (W)             | 3 |

### 3. Strategic Communication

|         |                                   |   |
|---------|-----------------------------------|---|
| JRN 351 | WRITING FOR NEWS MEDIA            | 3 |
| COM 315 | PUBLIC RELATIONS TECHNIQUES       | 3 |
| COM 340 | SOCIAL MEDIA AND PUBLIC RELATIONS | 3 |

### ELECTIVES 9

Electives: You must take an additional 9 credit hours at the 300 level or above from the classes above or the following:

|             |                                                      |     |
|-------------|------------------------------------------------------|-----|
| BUS 324     | BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY  | 3   |
| COM 210     | ARGUMENTATIVE COMMUNICATION                          | 3   |
| COM 320     | CAMPAIGN AND EVENT PLANNING                          | 3   |
| COM 330     | CRISIS AND CONFLICT                                  | 3   |
| COM 335     | INTERNATIONAL PUBLIC RELATIONS                       | 3   |
| COM 365     | HEALTH COMMUNICATION                                 | 3   |
| COM 370     | TRAINING AND DEVELOPMENT                             | 3   |
| COM 375     | GENDER AND COMMUNICATION                             | 3   |
| COM 380-389 | TOPICS IN COMMUNICATION                              | 3   |
| COM 391     | PERSUASION                                           | 3   |
| COM 470     | INTERNSHIP IN COMMUNICATION                          | 3-8 |
| COM 480     | INDEPENDENT STUDY IN COMMUNICATION                   | 1-4 |
| ENG 360     | INTERDISCIPLINARY PROFESSIONAL AND TECHNICAL WRITING | 3   |
| JRN 353     | FEATURE WRITING                                      | 3   |
| JRN 372     | WEB AND PRINT PUBLICATION DESIGN                     | 3   |
| MGT 204     | PRINCIPLES OF MANAGEMENT                             | 3   |

|         |                            |   |
|---------|----------------------------|---|
| MGT 314 | ORGANIZATIONAL BEHAVIOR    | 3 |
| MGT 334 | HUMAN RESOURCES MANAGEMENT | 3 |
| MGT 340 | INTERNATIONAL BUSINESS     | 3 |
| MKT 205 | PRINCIPLES OF MARKETING    | 3 |
| MKT 305 | CONSUMER BEHAVIOR          | 3 |
| MKT 320 | PERSONAL SELLING           | 3 |
| MKT 354 | ADVERTISING AND PROMOTION  | 3 |

### COMMUNICATION MINOR REQUIREMENTS 18 crs.

|                                    |                                 |   |
|------------------------------------|---------------------------------|---|
| COM 205                            | PRINCIPLES OF PUBLIC RELATIONS  | 3 |
| COM 251                            | ORGANIZATIONAL COMMUNICATION    | 3 |
| COM 252                            | INTERPERSONAL COMMUNICATION (W) | 3 |
| ADDITIONAL COMMUNICATION ELECTIVES |                                 | 9 |

### HUMAN COMMUNICATION MINOR REQUIREMENTS 18 crs.

|                                    |                             |   |
|------------------------------------|-----------------------------|---|
| COM 252                            | INTERPERSONAL COMMUNICATION | 3 |
| COM 353                            | INTERCULTURAL COMMUNICATION | 3 |
| COM 360                            | FAMILY COMMUNICATION        | 3 |
| COM 367                            | NONVERBAL COMMUNICATION     | 3 |
| ADDITIONAL COMMUNICATION ELECTIVES |                             | 6 |

### ORGANIZATIONAL COMMUNICATION MINOR REQUIREMENTS 18 crs.

|                                    |                                         |   |
|------------------------------------|-----------------------------------------|---|
| COM 255                            | ORGANIZATIONAL COMMUNICATION (W)        | 3 |
| COM 305                            | SMALL GROUP COMMUNICATION               | 3 |
| COM 310                            | BUSINESS AND PROFESSIONAL PRESENTATIONS | 3 |
| MGT 354                            | BUSINESS COMMUNICATIONS (W)             | 3 |
| ADDITIONAL COMMUNICATION ELECTIVES |                                         | 6 |

### STRATEGIC COMMUNICATION MINOR REQUIREMENTS 18 crs.

|                                    |                                   |   |
|------------------------------------|-----------------------------------|---|
| COM 205                            | PRINCIPLES OF PUBLIC RELATIONS    | 3 |
| COM 315                            | PUBLIC RELATIONS TECHNIQUES (W)   | 3 |
| COM 340                            | SOCIAL MEDIA AND PUBLIC RELATIONS | 3 |
| JRN 351                            | WRITING FOR NEWS MEDIA            | 3 |
| ADDITIONAL COMMUNICATION ELECTIVES |                                   | 6 |

## Communication (COM)

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| <p><b>COM 100</b><br/><b>FUNDAMENTALS OF COMMUNICATION</b><br/>This course provides an introductory survey of communication topics such as nonverbal communication, interpersonal communication, small group communication, and public speaking. The course is designed to help students understand and apply basic communication theories and skills. Each semester.</p>  | <p><b>3</b></p>         | <p><b>COM 315</b><br/><b>PUBLIC RELATIONS TECHNIQUES (W)</b><br/>This course introduces the basic principles associated with writing in a variety of styles and to multiple publics. Students learn how to construct specialized written documents such as backgrounders, biographies, pitch letters, and news releases. Students will also learn the features of effective design and what design options exist. Students will engage in a service project. Spring, annually.</p>        | <p><b>3</b></p> |
| <p><b>COM 115</b><br/><b>SPEECH AND DEBATE ACTIVITIES</b><br/>Participation as a member of the Speech and Debate Team. Students may work with individual events, debate, or both. Students on the team will research materials, prepare for competition, and practice performances/debates. Travel is required. Must have instructor consent to enroll. Each semester.</p> | <p><b>(.5 or 0)</b></p> | <p><b>COM 320</b><br/><b>CAMPAIGN AND EVENT PLANNING (W)</b><br/>This course introduces the systematic process of researching, planning, conducting, and evaluating the major elements of both campaigns and events. The course focuses on establishing campaign and event goals, objectives, strategies, and tactics. Students will also analyze public relations campaigns locally, nationally, and internationally. Spring, odd years.</p>                                             | <p><b>3</b></p> |
| <p><b>COM 205</b><br/><b>PRINCIPLES OF PUBLIC RELATIONS</b><br/>This course introduces the principles and practices of effective public relations with exercises and projects emphasizing application of key public relation concepts including campaign design, media audits, SWOT analyses, and press release writing. Fall, annually.</p>                               | <p><b>3</b></p>         | <p><b>COM 330</b><br/><b>CRISIS AND CONFLICT</b><br/>This course provides an introduction to crisis communication theory, conflict management, and applications. The course reflects on crisis and conflict management approaches, classic cases, and the influence of culture on communication. Crisis and conflict will be covered within interpersonal, intergroup, and public contexts. Spring, even years.</p>                                                                       | <p><b>3</b></p> |
| <p><b>COM 210</b><br/><b>ARGUMENTATIVE COMMUNICATION</b><br/>Study of the principles and practice of argumentation as applied to debating issues within different communication contexts, such as interpersonal or public. Fall, annually.</p>                                                                                                                             | <p><b>3</b></p>         | <p><b>COM 335</b><br/><b>INTERNATIONAL PUBLIC RELATIONS</b><br/>This course introduces students to the global perspective of public relations. Students will analyze and discuss the impact of culture, identity, and power on public image, international relations, and global interactions. Fall, even years.</p>                                                                                                                                                                      | <p><b>3</b></p> |
| <p><b>COM 252</b><br/><b>INTERPERSONAL COMMUNICATION (W)</b><br/>Examination of person-to-person communication with specific emphasis on such daily communication aspects as self-concept, perception, language, nonverbal communication, and listening. Fall, annually.</p>                                                                                               | <p><b>3</b></p>         | <p><b>COM 340</b><br/><b>SOCIAL MEDIA AND PUBLIC RELATIONS</b><br/>This course examines the strategic use of social media for public communication. The course applies classic and contemporary theory to new media and technologies. Students will understand the practical knowledge and insights required to establish objectives and strategies, properly select social media platforms to engage publics, and monitor and measure the results of these efforts. Fall, odd years.</p> | <p><b>3</b></p> |
| <p><b>COM 280-289</b><br/><b>TOPICS IN COMMUNICATION</b><br/>This course introduces topics or areas in Communication that are not generally included in the regular curriculum. As needed.</p>                                                                                                                                                                             | <p><b>3</b></p>         | <p><b>COM 351</b><br/><b>ORGANIZATIONAL COMMUNICATION (W)</b><br/>Examines communication theories and principles as they relate to organizations. Communication rules, communication networks, managerial communication, organizational cultures, and small group communication are some of the topics explored. Spring, annually.</p>                                                                                                                                                    | <p><b>3</b></p> |
| <p><b>COM 305</b><br/><b>SMALL GROUP COMMUNICATION</b><br/>Principles and practical application of group discussion processes, decision making, problem solving, and leadership techniques. Spring, annually.</p>                                                                                                                                                          | <p><b>3</b></p>         | <p><b>COM 353</b><br/><b>INTERCULTURAL COMMUNICATION</b><br/>In this course, students will examine the influences between culture and communication upon human interaction. The course analyzes communication of people from different cultures and provides students with an analytical framework for understanding intercultural exchanges. Spring, annually.</p>                                                                                                                       | <p><b>3</b></p> |
| <p><b>COM 310</b><br/><b>BUSINESS AND PROFESSIONAL PRESENTATIONS</b><br/>This course provides students with knowledge of and practice in the varied presentational skills required in the workplace. Students gain experience in presenting briefings, proposals, and group project reports. Prerequisite: Instructor consent. Spring, annually.</p>                       | <p><b>3</b></p>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                 |

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| <p><b>COM 360</b> <span style="float: right;"><b>3</b></span><br/> <b>FAMILY COMMUNICATION</b><br/>           This course is designed to investigate the nature of family communication. Specifically, this course will examine the changing and complex definition of the concept of family and discuss various family forms and family diversity; examine family interaction from different theoretical lenses; and address the role of family identities, structure, conflict, and stress on family communication. This course will develop students' ability to identify and critically analyze the influences and outcomes of family communication through course readings, popular culture, lectures, in-class discussion, and exercises. Fall, even years.</p> | <p><b>COM 391</b> <span style="float: right;"><b>3</b></span><br/> <b>PERSUASION</b><br/>           The theory and practical application of rhetorical skills as they relate to the motivation and change of individuals and groups. Spring, odd years.</p>                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>COM 365</b> <span style="float: right;"><b>3</b></span><br/> <b>HEALTH COMMUNICATION</b><br/>           This course examines the theories and scholarship of health communication. An examination of the health-care process, regarding physical, mental, and social health issues will be explored as it relates to several contexts including interpersonal, family, cultural, mass-mediated, public and organizational perspectives. There are three main sections to this course: 1) discussing doctor-patient communication, 2) discussing the effects of health campaigns, and 3) discussing the link between communication and both psychological and physiological health. Spring, even years.</p>                                                      | <p><b>COM 430</b> <span style="float: right;"><b>3</b></span><br/> <b>COMMUNICATION THEORY</b><br/>           Study of the many facets of human communication and how to best utilize them for personal and professional futures. Specific emphases will include the symbolic and motivational bases, functions, and contexts of communication. Spring, annually.</p>                                                                                                                                                                                                                                                                                                                    |
| <p><b>COM 367</b> <span style="float: right;"><b>3</b></span><br/> <b>NONVERBAL COMMUNICATION</b><br/>           This course provides students the opportunity to analyze the effects of nonverbal communication on human interaction in the interpersonal, intercultural, and public settings. The course will focus on the major theoretical approaches, scholarly research, and application of nonverbal communication to foster a deeper appreciation and greater understanding of nonverbal messages across social contexts. Fall, odd years.</p>                                                                                                                                                                                                                | <p><b>COM 460</b> <span style="float: right;"><b>3</b></span><br/> <b>COMMUNICATION RESEARCH METHODS</b><br/>           This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated. Topics in the class include communication, organizational communication, and public relations research. The primary goal of this course is to help students become knowledgeable consumers and producers of communication research by developing skills in gathering, organizing, interpreting, and presenting research information using competent and ethical methods. Fall, annually.</p> |
| <p><b>COM 370</b> <span style="float: right;"><b>3</b></span><br/> <b>TRAINING AND DEVELOPMENT</b><br/>           Explores the role of communication in training and development. The nature of communication in organizations, characteristics of the adult learner, needs assessment, training programs, teaching models, and ethical considerations in training and development are some of the areas examined. Fall, even years.</p>                                                                                                                                                                                                                                                                                                                              | <p><b>COM 470</b> <span style="float: right;"><b>3-8</b></span><br/> <b>INTERNSHIP IN COMMUNICATION</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>COM 375</b> <span style="float: right;"><b>3</b></span><br/> <b>GENDER AND COMMUNICATION</b><br/>           This course offers students the opportunity to explore the influence gender has on communication in various contexts. It traces the cultural communication patterns of males and females from birth, with special emphasis on classroom and workplace settings. Fall, odd years.</p>                                                                                                                                                                                                                                                                                                                                                                | <p><b>COM 480</b> <span style="float: right;"><b>1-4</b></span><br/> <b>INDEPENDENT STUDY IN COMMUNICATION</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>COM 380-389</b> <span style="float: right;"><b>3</b></span><br/> <b>TOPICS IN COMMUNICATION</b><br/>           This course introduces topics or areas in communication that are not generally included in the regular curriculum. As needed.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b>COM 490</b> <span style="float: right;"><b>3</b></span><br/> <b>SEMINAR IN COMMUNICATION</b><br/>           Special topics in communication will be developed in seminar fashion. Spring, annually.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |