

# Communication (COM)

- **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 four tracks: Human Communication, Organizational Communication, Sport Communication, or Strategic Communication. The communication program also offers five 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 251 ORGANIZATIONAL COMMUNICATION</b>	<b>3</b>
<b>COM 252 INTERPERSONAL COMMUNICATION (W)</b>	<b>3</b>
<b>COM 315 STRATEGIC COMMUNICATION TECHNIQUES</b>	<b>3</b>
<b>COM 353 INTERCULTURAL COMMUNICATION</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>

Select one of the following tracks/concentrations.

### 1. Human Communication

COM 360	FAMILY COMMUNICATION	3
COM 367	NONVERBAL COMMUNICATION	3
COM 375	GENDER AND 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. Sport Communication

COM 230	SPORT COMMUNICATION	3
COM 264	MEDIA PRACTICUM I	3
COM 364	MEDIA PRACTICUM II	3
SPM 354	SPORT AND THE MEDIA	3
SPM 360	SPORT MANAGEMENT IN U.S. CULTURE	3
COM 470	INTERNSHIP IN COMMUNICATION	3

or

SPM 470	INTERNSHIP IN SPORT MANAGEMENT	3
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### 4. Strategic Communication

COM 264	MEDIA PRACTICUM I	3
COM 330	CRISIS AND CONFLICT	3
COM 340	SOCIAL MEDIA AND PUBLIC RELATIONS	3

<b>ELECTIVES</b>		<b>9</b>
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*Electives: Students following the Human Communication, Organizational Communication, or Strategic Communication track 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 320	CAMPAIGN AND EVENT PLANNING	3
COM 335	INTERNATIONAL PUBLIC RELATIONS	3
COM 365	HEALTH COMMUNICATION	3
COM 370	TRAINING AND DEVELOPMENT	3
COM 364	MEDIA PRACTICUM II	3

<b>COM</b>		
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 340	EDITING FOR PUBLICATION	3
ENG 360	INTERDISCIPLINARY PROFESSIONAL AND TECHNICAL WRITING	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 325	SPORT MARKETING	3
MKT 354	ADVERTISING AND PROMOTION	3
SPM 320	SPORT MANAGEMENT	3

### COMMUNICATION MINOR REQUIREMENTS 18 crs.

COM 205	PRINCIPLES OF PUBLIC RELATIONS	3
COM 251	ORGANIZATIONAL COMMUNICATION	3
COM 252	INTERPERSONAL COMMUNICATION (W)	3
<b>ADDITIONAL COMMUNICATION ELECTIVES</b>		<b>9</b>

### 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
<b>ADDITIONAL COMMUNICATION ELECTIVES</b>		<b>6</b>

### ORGANIZATIONAL COMMUNICATION MINOR REQUIREMENTS 18 crs.

COM 251	ORGANIZATIONAL COMMUNICATION (W)	3
COM 305	SMALL GROUP COMMUNICATION	3
COM 310	BUSINESS AND PROFESSIONAL PRESENTATIONS	3
MGT 354	BUSINESS COMMUNICATIONS (W)	3
<b>ADDITIONAL COMMUNICATION ELECTIVES</b>		<b>6</b>

**SPORT COMMUNICATION**
**MINOR REQUIREMENTS** **18 crs.**

<b>COM 230 SPORT COMMUNICATION</b>	<b>3</b>
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<b>COM 264 MEDIA PRACTICUM I</b>	<b>3</b>
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*or*

<b>COM 364 MEDIA PRACTICUM II</b>	<b>3</b>
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<b>COM 315 STRATEGIC COMMUNICATION TECHNIQUES</b>	<b>3</b>
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<b>SPM 354 SPORT AND THE MEDIA</b>	<b>3</b>
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<b>ADDITIONAL COMMUNICATION ELECTIVES</b>	<b>6</b>
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**STRATEGIC COMMUNICATION**
**MINOR REQUIREMENTS** **18 crs.**

<b>COM 205 PRINCIPLES OF PUBLIC RELATIONS</b>	<b>3</b>
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<b>COM 315 STRATEGIC COMMUNICATION TECHNIQUES (W)</b>	<b>3</b>
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<b>COM 330 CRISIS AND CONFLICT</b>	<b>3</b>
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<b>COM 340 SOCIAL MEDIA AND PUBLIC RELATIONS</b>	<b>3</b>
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<b>ADDITIONAL COMMUNICATION ELECTIVES</b>	<b>6</b>
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## Communication (COM)

<p><b>COM 100</b>  <b>FUNDAMENTALS OF COMMUNICATION</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 305</b>  <b>SMALL GROUP COMMUNICATION</b>            Principles and practical application of group discussion processes, decision making, problem solving, and leadership techniques.</p>	<p><b>3</b></p>
<p><b>COM 115</b>  <b>SPEECH AND DEBATE ACTIVITIES</b>            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.</p>	<p><b>(.5 or 0)</b></p>	<p><b>COM 310</b>  <b>BUSINESS AND PROFESSIONAL PRESENTATIONS</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 205</b>  <b>PRINCIPLES OF PUBLIC RELATIONS</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 315</b>  <b>STRATEGIC COMMUNICATION TECHNIQUES (W)</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 210</b>  <b>ARGUMENTATIVE COMMUNICATION</b>            Study of the principles and practice of argumentation as applied to debating issues within different communication contexts, such as interpersonal or public.</p>	<p><b>3</b></p>	<p><b>COM 320</b>  <b>CAMPAIGN AND EVENT PLANNING (W)</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 230</b>  <b>SPORT COMMUNICATION</b>            Introduces students to sport through a communication lens. Students will explore sport through a cultural, media, and interpersonal perspective. Additionally, students will begin developing strategic communication strategies through sport writing, sport broadcasting, and sport promotions.</p>	<p><b>3</b></p>	<p><b>COM 330</b>  <b>CRISIS AND CONFLICT</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 251</b>  <b>ORGANIZATIONAL COMMUNICATION (W)</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 335</b>  <b>INTERNATIONAL PUBLIC RELATIONS</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 252</b>  <b>INTERPERSONAL COMMUNICATION (W)</b>            Examination of person-to-person communication with specific emphasis on such daily communication aspects as self-concept, perception, language, nonverbal communication, and listening.</p>	<p><b>3</b></p>	<p><b>COM 340</b>  <b>SOCIAL MEDIA AND PUBLIC RELATIONS</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 264</b>  <b>MEDIA PRACTICUM I</b>            Students working on The McKendree Review, campus radio outlet, or other university-based media will receive classroom support and feedback on how to best approach specific media duties, from reporting to editing to taking photos.</p>	<p><b>3</b></p>	<p><b>COM 353</b>  <b>INTERCULTURAL COMMUNICATION</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 280-289</b>  <b>TOPICS IN COMMUNICATION</b>            This course introduces topics or areas in Communication that are not generally included in the regular curriculum.</p>	<p><b>3</b></p>		

## Communication (COM)

<p><b>COM 360</b>  <b>FAMILY COMMUNICATION</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 375</b>  <b>GENDER AND COMMUNICATION</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 364</b>  <b>MEDIA PRACTICUM II</b>            Students serving as editors for The McKendree Review, campus radio outlet, or other university-based media will receive classroom support and feedback on how to best approach specific media duties. Prerequisite: COM 264.</p>	<p><b>3</b></p>	<p><b>COM 380-389</b>  <b>TOPICS IN COMMUNICATION</b>            This course introduces topics or areas in communication that are not generally included in the regular curriculum.</p>	<p><b>3</b></p>
<p><b>COM 365</b>  <b>HEALTH COMMUNICATION</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 391</b>  <b>PERSUASION</b>            The theory and practical application of rhetorical skills as they relate to the motivation and change of individuals and groups.</p>	<p><b>3</b></p>
<p><b>COM 367</b>  <b>NONVERBAL COMMUNICATION</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 430</b>  <b>COMMUNICATION THEORY</b>            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.</p>	<p><b>3</b></p>
<p><b>COM 370</b>  <b>TRAINING AND DEVELOPMENT</b>            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.</p>	<p><b>3</b></p>	<p><b>COM 460</b>  <b>COMMUNICATION RESEARCH METHODS</b>            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.</p>	<p><b>3</b></p>
		<p><b>COM 470</b>  <b>INTERNSHIP IN COMMUNICATION</b></p>	<p><b>3-8</b></p>
		<p><b>COM 480</b>  <b>INDEPENDENT STUDY IN COMMUNICATION</b></p>	<p><b>1-4</b></p>
		<p><b>COM 490</b>  <b>SEMINAR IN COMMUNICATION</b>            Special topics in communication will be developed in seminar fashion.</p>	<p><b>3</b></p>