

CATALOG YEAR 2015-2016COLLEGE/SCHOOL/SECTION: COAS

Course: Add: X Delete:
 (check all that apply) Change: Number Title SCH Description Prerequisite

Response Required: New course will be part of major X minor as a required
 or elective course

Response Required: New course will introduce X , reinforce X , or apply X
 concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

JUSTIFICATION: These courses are part of the new Master of Arts in Communication.

COMM 5302 QUANTITATIVE RESEARCH METHODS IN COMMUNICATION**Three Semester Hours**

This course introduces the sociological and behavioristic approaches to communication research. It will examine the fundamental epistemologies, design, methods, and data analysis in quantitative communication research. The goal is for students to learn, demonstrate, and apply course concepts by analyzing texts and conducting research projects.

Student Learning Outcomes

1. Students will be able to examine the philosophical underpinnings that inform ~~qualitative~~^{quantitative} research.
2. Students will recognize and examine the rationale for selecting a humanistic approach within the communication discipline.
3. Students will examine and apply multiple ~~qualitative~~^{quantitative} methodological strategies for collecting, analyzing, and interpreting data.
4. Students will be able to design a research study employing ~~qualitative~~^{quantitative} methods.

COMM 5311 BORDER JOURNALISM**Three Semester Hours**

The course focuses on the main theoretical, social and technical aspects of news production and reporting in the border region between Mexico and the United States. It discusses and analyzes

the peculiarities and challenges the geographical, political and cultural context impose on the topics, processes, values and routines of newsgathering and in the patterns of news consumption by residents in both sides of the border.

Learning outcomes:

1. Students will analyze the relationship between the geographical, political and cultural contexts of the border region and the issues, topics and frames in border journalism.
2. Students will articulate ideas and plans to improve border journalism through the development of more creative, complex and diverse news agendas and the incorporation of more sources from different backgrounds and positions.
3. Students will write feature stories about the border region taking into account the social, political and geographical context.
4. Students will evaluate the current editorial policies of U.S. and Mexican news media covering the border and will revise them and improve them.
5. Students will identify the main challenges and threats facing border journalists covering organized crime, undocumented immigrants and corruption and will make recommendations about how to respond to them.

COMM 5320 MEDIA FLOWS AND AUDIENCES IN THE AMERICAS

Three Semester Hours

The course explores the exchange of audiovisual media flows and the patterns of consumption and appropriation of foreign and national media contents in the American continent. It discusses the impact international treaties and historical, political and economic relationships between countries in the Americas have had in the Inter-American supply and consumption of media products.

Learning outcomes

1. The students will analyze and compare the flows of films, television programs, music and news between the United States and Canada and Latin American countries.
2. The students will analyze and compare the consumption and appropriation of foreign and national media contents by audiences in the United States, Canada and Latin American countries.
3. The students will apply theoretical concepts derived from international approaches like cultural studies, political economy and cultural proximity to evaluate the current flows and consumption patterns, and will propose alternatives to improve them.

COMM 5321 POLITICAL COMMUNICATION IN A COMPARATIVE PERSPECTIVE

Three Semester Hours

The course analyzes the relevance of political communication in an increasingly interconnected and interdependent American Hemisphere, discussing the impact of media on elections, on governments and on the development of foreign policy in the United States, Canada and Latin America. The course studies the spread of U.S. political marketing and political communication in Latin American countries and the consequences and challenges posed in them by the new fundamental role played by media in the political arena.

Learning outcomes

1. The students will compare the different theoretical perspectives on political communication.
2. The students will compare and contrast the use of media in elections and political processes in the United States and the Latin American countries.
3. The students will apply concepts and findings from political communication theoretical perspectives in the analysis and evaluation of the role played by the media in Inter-American political processes.

COMM 5331 INTERCULTURAL TRAINING IN ORGANIZATIONS

Three Semester Hours

This course focuses on intercultural understanding and that cultural competence skill development is increasingly important across industries in our global communities. Global workforces are rich with multicultural, multi-ethnic, and multilingual diversity. Inherent in this diversity is a network of cultural traditions, values, and communication styles. Thus, there is a need for intercultural and diversity training in the corporate world, the nonprofit world, and in education and communication, training. Management experts need to gain a deeper understanding of these diverse values and communication styles in order to work effectively with and train colleagues and clients. This course will illustrate intercultural concepts and processes that require training, including culture shock and adaptation, cultural dialectics, expatriate/repatriation, self reflexivity, etc. You will practice the tools and skills you need to train on these concepts, including conducting needs assessments, defining learning outcomes, and designing and facilitating intercultural training.

Learning outcomes

- Describe important intercultural communication concepts, such as globalization, diversity, work-related cultural dimensions, and technological impacts on intercultural communication.
- Apply intercultural communication theories and cultural dimensions to research projects.
- Compare basic differences in communication practices between cultures.
- Practice effective communication principles with people with other cultural backgrounds in different contexts. In pursuing these objectives, the student will:
 - Use the text and cases
 - Combine theory and practice
 - Use relevant concepts to analyze and assess intercultural communication cases

COMM 5332 MANAGING ORGANIZATIONAL CONFLICT

Three Semester Hours

This course examines conflict by recognizing that it is a reoccurring part of life in business, government, and nonprofit organizations. It is a product of human existence and diversity in an interrelated society. The costs associated with these conflicts are well documented. Organizations are increasingly recognizing that conflict does not have to carry costly financial and interpersonal burdens and can, in fact, serve as a productive change agent. Students in this course explore the nature and sources of organizational conflict and facilitate development of practical skills to recognize and manage workplace conflict using case studies, interactive lectures, simulations, and field research. Students are introduced to the concept of conflict

coaching. This course is well-suited for managers and leaders in any profession who want to increase their interpersonal capability and enhance their value in organizations.

Learning outcomes

- To develop conceptual understanding of the psychological and behavioral dynamics of interpersonal, intergroup, and systemic conflict in an organizational context.
- To develop practical skills and acquire effective tools for resolving such conflicts both as a principal party (one who is personally involved in dispute) and as a third party (one who mediates conflict between others).
- To develop ability to diagnose and redesign dispute resolution systems.
- To develop understanding of the strategic management of conflict as a corrosive process, as performed by senior executives or human resource professionals.

COMM 5333 ORGANIZATIONAL CULTURE, CLIMATE AND COMMUNICATION

Three Semester Hours

This course examines the relationship between organizational culture and communication and discusses the components of a supportive communication climate. It will also examine case studies and academic research to undertake issues and complications relevant to sustaining and enriching supportive communication practices. The goal is for students to learn, demonstrate, and apply course concepts by analyzing academic literature and conducting research projects.

Learning Outcomes

1. Students will examine the elements of organizational culture and change.
2. Students will analyze and assess the organizational culture within specific organizations.
3. Students will demonstrate an understanding of the interconnected relationship between organizational culture, leadership, and communication.
4. Students will DEVELOP? construct a strategic communication action plan by employing the elements of organizational culture and climate that support an organization's change efforts.

COMM 5334 ADVERTISING

Three Semester Hours

This course considers advertising theory and practice and reviews application of theory to advertising, promotion, and media selection strategies. The course requires development of an advertising plan, media selection rationales, evaluation of selected campaigns, and use of advertising media research techniques.

Learning outcomes

- Analyze principles of advertising, marketing, marketing communication, direct marketing, Internet marketing, and sales promotion.
- Compare audience analysis and measurement, and apply results to media advertising decision-making and media buying.
- Focus on the *media mix* with an overview of the uses of billboards, newspapers, radio, television, “snail mail,” telephone, and the Internet as advertising tools.
- Learn the responsibilities and duties of those in media sales and advertising agencies.

- Debate the applicable legal and ethical aspects of advertising and the social responsibilities to the public and client organizations.
- Develop an advertising campaign including purpose and justification, theme, objectives, time line, budget, mediums, rates and ad placement, commercial copy and ads, and evaluation procedures.

COMM 5335 GROUP/TEAM DYNAMICS

Three Semester Hours

This course focuses on the notion that effective group/team processes are invaluable to every organization. Ensuring productive and satisfying group interactional outcomes in organizational, professional and personal settings can be difficult. Focusing upon theory, application and practice of small group processes—including development of group dynamics, group leadership and teams — students incorporate new skills, enhance productivity, and reduce barriers to effective communication in groups and teams.

Learning outcomes

- Summarize the current state of group theory and research.
- Debate distinctive theoretical perspectives on groups and highlight select research findings within those perspectives.
- Develop critical skill in the assessment of theoretical arguments and the adequacy of evidence on which they are based.
- Apply group communication research in order to explain and understand everyday group situations.
- Develop skills related to collaborative group work.

COMM 5336 ETHICAL ISSUES IN ORGANIZATIONS

Three Semester Hours

The course examines ethical questions that directly affect how organizations communicate and what they choose to relay and omit to their various audiences. Organizational women and men are compelled to make ethical decisions when they communicate. Proponents of strategic ambiguity in and for organizations have been confronted and countered by other theorists who reject ambiguity as a euphemism for lying. Analyzes cases and academic studies that reflect how ethical and unethical communication affected the fortunes of organizations. Analyzes and evaluates the practical values of ethical yardsticks.

Learning outcomes

- Demonstrate an understanding of the different frameworks of ethical decision-making, including the concept of strategic ambiguity.
- Identify how the needs and attitudes of internal and external stakeholders influence an organization's communication strategies.
- Analyze how the elements of an "ethical organization" apply to specific organizational communication situations and choices, evaluating intended outcome vs. results as illustrated in contemporary case studies.

- Demonstrate an understanding of the drivers – including social media and higher standards of institutional accountability – of communication transparency and its practical implications for leaders and communicators.
- Identify and resolve ethical dilemmas through analysis, dialogue, and reflection.

COMM 5337 LEADERSHIP COMMUNICATION

Three Semester Hours

The course will be using a variety of learning methods. In the threaded discussion area, we discuss course concepts and invite students to offer their own experiences, personal and professional backgrounds, and points of view. Since leadership is enacted through communication, the focus on concepts such as persuasion and charisma will be highlighted. Critical thinking will be developed through class discussion and assignments that require “out of the box” thinking. Logical thinking and critical analysis are essential, this course attempts to develop these skills through the examination and application of organizational, persuasion, interpersonal and mass communication theories. The scientific method will be addressed through testing and retesting of theoretical models to assess validity and reliability.

Learning outcomes

- Explain the role of culture in the communication behaviors of leaders across the globe.
- Practice and gain expertise at identifying significant information relevant to the topic.
- Practice and gain expertise at assessing information and applying it to real life situations.
- Develop expertise at communicating, verbally or in writing, information and materials appropriate for an educated audience.

COMM 5398 THESIS I

Three Semester Hours

To be scheduled by the student in consultation with his/her major professor. Prerequisite: Graduate standing and permission of major instructor/advisor. If grade of IP received, student must enroll again for credit. Evaluation of performance in this course is on CR/NC basis.

Learning outcomes

- Apply relevant communication theories and methods from earlier courses in the program to identify a research problem and plan an extensive and independently written thesis project.
- Critically evaluate the different methodologies and techniques useful to empirically study the selected research topic.
- Develop a clear and sound plan for fieldwork.

COMM 5399 THESIS II

Three Semester Hours

To be scheduled by the student in consultation with his/her major professor. Prerequisite: Graduate standing and permission of major instructor/advisor. If grade of IP received, student must enroll again for credit. Evaluation of performance in this course is on CR/NC basis.

Learning outcomes

- Apply relevant communication theories and methods from earlier courses in the program to collect and analyze data useful to address your research topic.
- Summarize the state of the art in the topic discussed in the thesis project.
- Discuss and integrate relevant communication theories and your own reflections in the writing of a written thesis project based on the data.

Approvals:

Signature

Date

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Department Curriculum Committee


Roberto R. Heredia,
PhD.

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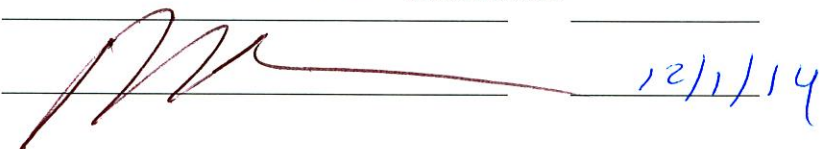
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Dean

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06/2014