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Communication Studies (CMST)

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Communication Studies

CMST101	Title Special Fee Number and type of credits Course Description	error control, protocols. Fundamentals of Speech: Communication Requirement. Special fee. 3 hours lecture. This course introduces students to the theoretical and practical requirements of different types of public presentations and helps students develop an understanding and appreciation of the dynamic nature of the communication process. The course focuses on the basic elements of the communication process, listening, communicator and audience characteristics, basic research skills, and message composition and delivery. Students learn about the demands of public presentations in culturally and professionally diverse environments and develop presentation competence and flexibility. Meets Gen Ed 2002 - Communication, Communication. Previous course SPCM 101 effective through Spring 2012.
CMST102	Title Prerequisites Number and type of credits Course Description	Voice and Speech Improvement. Restricted to majors within School of Communication and Media Studies. 3 hours lecture. Theory and practice in the improvement of individual voice and speech patterns and elimination of faults. Previous course SPCM 103 effective through Spring 2012.
CMST130	Title Prerequisites Number and type of credits Course Description	Public Relations Principles. CMDA 110; School of Communication and Media majors only. 3 hours lecture. This course introduces students to the fundamental theories and practices in the field of public relations. Students will learn about the public relations function within organizations, its impact on publics, and its function in society. Topics of this course involve the evolution of the field, the range of roles and responsibilities that public relations practitioners assume in a variety of settings, and the significant issues and trends that have shaped the practice. The course will also address the ethics of public relations practice and how values shape an organization's ability to build successful relationships with its publics. Previous course SPCM 222 effective through Spring 2012.
CMST160	Title	Introduction to Health Communication.

	Prerequisites	CMDA 110; School of Communication and Media majors only.
CMST160	Number and type of credits Course Description	3 hours lecture. This course is designed to familiarize you with the prominent theories, issues, and topics in the field of health communication. This course will expose you to diverse health communication perspectives as they relate to a range of health communication topics, including illness and health, historical and contemporary issues, patient and provider experiences, cultural differences in health, public awareness/prevention/intervention campaigns, and the role of media and relationships in health communication.
CMST170	Title Prerequisites Number and type of credits Course Description	Organizational Communication. CMDA 110; School of Communication and Media majors only. 3 hours lecture. This introduces students to the field of organizational communication by surveying fundamental topics and theories pertaining to organizations' structures (relational ordering) and processes. Topics include comparative structural approaches; system, cultural, and critical perspectives for understanding relationships and networks; assimilation of new members; organizational change; cultural diversity; technology and media; and globalization. Previous course SPCM 274 effective through Spring 2012.
CMST200	Title Prerequisites Number and type of credits Course Description	Going Viral. CMDA 110; School of Communication and Media (SCMD) majors only. 3 hours lecture. In this course we will explore media concepts and theories and contemporary viral phenomena. We will investigate the evolution of different media and the impact of emerging media on society. Our focus will be on the contemporary scene of technological innovations and how social media are transforming the way we do business, politics, entertainment and activism. The degree to which emerging media present challenges, opportunities, or both is a fundamental question that will guide our dialogue. You will also have the opportunity to use digital media technologies throughout the course and plan, design and create new media content for your projects.
CMST202	Title	Listening.

	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	The development of critical, discriminative, appreciative and empathic listening skills; emphasis on listening theory/concept exploration, listening skill building, and experiential learning through theory application. Previous course SPCM 230 effective through Spring 2012.
CMST205	Title	Race, Ethnicity and Media.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	The course provides an in-depth examination of mass media theories and social effects on a national and global level, with particular attention to the representation of race and ethnicity. Through case studies, research, screenings, and class discussions students develop analytic tools they can use in their role as proactive consumers and potential creators of media products that serve a diverse range of communities. Previous course SPCM 304 effective through Spring 2012.
CMST215	Title	Media History and Form.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	The course offers an in depth analysis of a specific medium (e.g. television, radio, film, magazines). It examines this medium's development and cultural impact from both the aesthetic and historical perspectives. Previous course
CMST215	Course Description	SPCM 104 effective through Spring 2012.
CMST222	Title	Public Speaking.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	Preparing and delivering effective, informative, and persuasive speeches; emphasis in outlining, verbal clarity, and effective oral communication in public presentations. Previous course SPCM 234 effective through Spring 2012.
CMST225	Title	New Media and Participatory Culture.

	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	This course focuses on new media technologies, their relationship with society, and the issues they present, both practical and theoretical, for participation in contemporary culture. This course looks at broad concepts - e.g., mediation, cultural power, representation, and social geography - as they relate to specific objects of inquiry like blogs, mobile devices, technocultures, and virtual reality.
CMST233	Title	Public Relations Writing.
	Prerequisites	CMDA 110 and CMST 130.
	Corequisites	CMDA 220.
	Number and type of credits	3 hours lecture.
	Course Description	The purpose of this course is to teach students to write with skill, accuracy and clarity, using the tactical communication tools employed by public relations professionals. Students will learn to tailor their writing to the needs of particular media outlets and audiences. Different forms of public relations writing include news releases, feature stories, press releases, fact sheets, media lists, speeches, company backgrounders, media kits, letters, memoranda, company histories, advertising and advertorials, commentary (such as letters to the editor or opinion pieces), newsletters, websites, and brochures. Previous course SPCM 322 effective through Spring 2012.
CMST235	Title	Youth Culture and The Popular.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	This course explores youth culture and its relation to popular culture. Through an introduction to subcultural theory, this course examines different youth cultures in order to provide students with a space to study the unique role young people play as consumers and producers of media. Emphasis will be placed on the social, economic and political implications associated with these groups and the cultural agents that comprise them.
CMST237	Title	Public Relations Ethics.
	Prerequisites	CMST 130 and CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	The course introduces students to the concepts of ethics and professional

		responsibility in public relations. In this course students develop their awareness of the ethical responsibilities in the field of public relations, increase their skills and ability to identify the moral issues raised in public relations practices, acquire skills and knowledge to reach and justify ethical decisions, and cultivate a sense of personal and professional responsibility.
CMST242	Title	Speaking Culturally.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	This course explores how language, speech, and culture are interconnected. Students are introduced to basic theoretical approaches to the study of language and communication and have the opportunity to investigate diverse cultural contexts through case studies and research. Previous course SPCM 242
CMST242	Course Description	effective through Spring 2012.
CMST245	Title	Communication, Media and Gender.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	This course offers a critical examination of how communication processes of socialization and media forms produce and circulate shared knowledge, representations, and expectations about gender. Various contemporary relational contexts and media artifacts are used to explore the social construction of gendered identities and power relations and the implications for professional, political, and cultural participation. Previous course SPCM 290 effective through Spring 2012.
CMST246	Title	Interpersonal Communication I.
	Prerequisites	CMDA 110; School of Communication and Media (SCMD) majors only.
	Number and type of credits	3 hours lecture.
	Course Description	Basic theory of interpersonal communication and its practical applications in friendships and intimate relationships; personal communication patterns as they affect self perception and other perception; emphasis on the effect this process has on our interactions with others; strategies are offered as a means of change, growth and potential in effective interpersonal communication.

		Previous course SPCM 271 effective through Spring 2012.
CMST260	Title	Health Communication Theory.
	Prerequisites	CMDA 110 and CMST 160.
	Number and type of credits	3 hours lecture.
	Course Description	This course examines the dominant health models, communication theories, and psychosocial concepts that have been applied to the understanding of individual and societal health. In particular, this course will address how these theories/models serve as a foundation for explaining why various forms of communication serve to influence and shape our health perceptions and behaviors.
CMST263	Title	Health and Mass Media.
	Prerequisites	CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	This course examines the prevalence and nature of mass media messages concerning health. In particular, this course examines the various ways in which health issues are portrayed through entertainment, news media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers.
CMST270	Title	Organizational and Group Leadership.
	Prerequisites	Major in School of Communication and Media and CMDA 110; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294.
	Number and type of credits	3 hours lecture.
	Course Description	This course addresses theories and techniques of leadership in organizations and groups. Recognizing that organizations increasingly require leadership for innovation and change (rather than just management for productivity and efficiency), the course prepares students to enact leadership that is not merely about overseeing and delegating, but is more concerned with empowering members as engaged and effective stakeholders. Topics include comparative conceptions of leadership; techniques for fostering cohesion and motivation; guiding organizations through change; and meeting facilitation in various organizational contexts. Previous course SPCM 374 effective through Spring 2012.
CMST273	Title	Democracy and Communication.

	Prerequisites	Major in School of Communication and Media and CMDA 110; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294.
CMST273	Number and type of credits Course Description	3 hours lecture. This course explores conceptual and practical issues of communication in democratic bodies of various sizes and functions, spanning small groups, organizations, and societies. Topics include shared leadership; dialogue; deliberation; cultural pluralism; representational mechanisms; political partisanship and campaigns; lobbying; public policymaking; and journalism.
CMST275	Title Prerequisites Number and type of credits Course Description	Building Bridges through Dialogue. Major in School of Communication and Media and CMDA 110; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294. 3 hours lecture. This course provides conceptual bases and practical strategies for recognizing, understanding, and bridging chasms that exist in our interpersonal, cultural, organizational, and civic relationships. Coursework culminates in a hands-on project in which class members devise and implement a public event or program that promotes "bridge-building" communication among people with seemingly incommensurate beliefs, values, and identities.
CMST280	Title Prerequisites Special Fee Number and type of credits Course Description	Investigative Research Methods. CMDA 210. Special fee. 3 hours seminar. The course provides a survey of investigative methods employed in the fields of communication and media. Students are guided through the research design process and develop critical skills in understanding and evaluating media own projects and practice research methods most appropriate for professionals (interviewing, ethnographic work, focus group and survey research, textual and visual analysis). Previous course CMDA 310 effective through Spring 2014.
CMST302	Title Prerequisites Number and type of credits Course Description	Interpersonal Communication II. CMDA 210 and CMST 246. 3 hours lecture. Current literature in the field of interpersonal communication and the

		relationship of the theory to communication effectiveness. Study of conflict management and interpersonal communication competence. Previous course SPCM 272 effective through Spring 2012.
CMST322	Title	Intercultural Communication.
	Prerequisites	CMDA 210.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	Survey of cultural approaches to communication, including theory and methodology. Will examine the underlying principles and concepts of communication within individuals and across cultures to better understand effective human communication. Previous course SPCM 250 effective through Spring 2012.
CMST325	Title	Media Criticism.
	Prerequisites	CMDA 210 or CMST 215.
	Number and type of credits	3 hours lecture.
	Course Description	This course builds on concepts introduced in The Communication and Media Arts (CMDA 210) in order to provide students with an opportunity to become better versed in the dominant theories and methods of different schools of media criticism. Throughout the semester, students will apply these paradigms to conduct in-depth analyses of a range of media artifacts and institutions.
CMST326	Title	Integrated Communications.
	Prerequisites	CMDA 210 or THTR 257.
	Number and type of credits	2.5 hours lecture.
	Course Description	The rapid evolution of media and technology, coupled with the increasing fragmentation of audiences, present challenges to organizations and brands to
CMST326	Course Description	present a coherent and compelling narrative to the multiple stakeholders they need to reach. This course addresses the complex communications mix comprising of such activities as advertising, public relations, online and viral marketing, social network relationship building, sponsorships, and event planning that organizations can use strategically to position their brands and develop integrated campaigns. Students will analyze contemporary cases and be encouraged to think in innovative ways as they create integrated communication

		campaigns with measurable objectives.
CMST330	Title	Public Relations Research.
	Prerequisites	CMDA 210 and CMST 233.
	Corequisites	CMST 280.
	Number and type of credits	3 hours lecture.
	Course Description	The course familiarizes students in public relations with effective social science research methods used to diagnose and solve problems, to identify measurable objectives, to inform strategic planning and message development, and to perform program evaluations in order to optimize organizational decision making.
CMST331	Title	Online Video Production for Public Relations.
	Prerequisites	CMDA 220 and CMST 233.
	Number and type of credits	1 hour semester.
	Course Description	This course offers hands-on training through collaborative, project-based work in PR video production and editing. The course addresses storytelling and message design, audience analysis and engagement, and online distribution techniques that include the creation - from idea generation through post production-- of such public relations products as video news releases (VNR), public service announcements (PSA), and corporate video and the role these products play in today's strategic public relations.
CMST333	Title	Public Relations Cases and Campaigns.
	Prerequisites	CMDA 210 and CMST 280.
	Number and type of credits	3 hours lecture.
	Course Description	Public Relations Cases/Campaign course uses a case-study method to teach students about theoretical and applied principles of public relations campaign management. Students examine successful/unsuccessful examples of public relations in order to learn how to plan more effective campaigns and to evaluate completed campaigns. As part of the course students continue to hone their writing skills and learn to be more critical of the role played by the media, opinion leaders, and multiple publics in the public relations process.
		Previous course SPCM 323 effective through Spring 2012.
CMST335	Title	Globalization, Communication and Media.
	Prerequisites	CMDA 210.
	Number and type of credits	3 hours lecture.

	Course Description	The course provides an overview of contemporary issues in global communication and media. Students explore emerging communication and information technologies and how they transform cultural identities and communities, global circuits of images and ideologies, and the global flows of politics, advertising, news and entertainment.
CMST337	Title	Specialized Writing in Public Relations.
	Prerequisites	CMDA 220 and CMST 233.
	Number and type of credits	3 hours lecture.
	Course Description	The course intends to help students develop the essential skills on how to write for online media and audiences who exhibit considerable differences from traditional media outlets and audiences. Students learn how to segment online audiences, how to address these different sectors, and how to tailor messages to their varying needs.
CMST339	Title	Public Relations Techniques in a Digital Age.
CMST339	Prerequisites	CMDA 210 and CMST 233.
	Number and type of credits	3 hours lecture.
	Course Description	The course focuses on how public relations practitioners can use social media as well as some visual communication tools to create and maintain relationships with stakeholders. Students will learn the basic skills in using various social media outlets (e.g., twitter, facebook, webinar, open-source database, video casting, pod-casting, digital editing, etc), and how to write in a digital world with multiple voices for a more targeted audience base.
CMST342	Title	Argumentation and Debate.
	Prerequisites	CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	Principles of argumentation; characteristics of propositions, definitions of terms, logical organization, evidence, research and oral reason, structure of debates; practice in argumentation and debate of current significant issues. Previous course SPCM 342 effective through Spring 2012.
CMST345	Title	Critical Television Studies.
	Prerequisites	CMDA 210.

	Number and type of credits	3 hours lecture.
	Course Description	This course studies television from a range of perspectives in order to assess the medium's importance as a technology and cultural form. Students will consider television through topical examinations of its genres, audiences, industries, infrastructure, and social impact. In the process, students will explore television's shifting institutions and the technological innovations reshaping how viewers interact with television. Previous course SPCM 334 effective through Spring 2012.
CMST355	Title	Visual Communication.
	Prerequisites	CMDA 220.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	A course designed for students to experience the area of visual communication through computer desktop publishing. Students are responsible for designing, editing, and producing various printed material. Previous course SPCM 413 effective through Spring 2012.
CMST360	Title	Emerging Technologies in Health Communication.
	Prerequisites	CMDA 220 and CMST 263.
	Number and type of credits	3 hours lecture.
	Course Description	This course examines the ways in which new media technology is used to discuss and improve one's health. Students will learn the dominant theories and models used to explain how and why users access health information online, how new media is used to facilitate communication among patients and doctors, the value of virtual support networks, and the way in which new media platforms contributes to increased health literacy.
CMST362	Title	Nonverbal Communication.
	Prerequisites	CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	Introduces nonverbal communication theory to promote a better awareness of its dynamics and influence in the communication process; an awareness of how people reveal and define themselves; a development of skills for encoding and decoding nonverbally ; creating slide shows. Previous course SPCM 375 effective through Spring 2012.
CMST363	Title	Health Communication in Interpersonal Contexts.

	Prerequisites	CMDA 210 and CMST 260.
	Number and type of credits	3 hours lecture.
	Course Description	This course aims to develop an awareness and understanding of the association
CMST363	Course Description	between interpersonal communication and health. Students will work on developing the ability to interpret and discuss some of the existing research/scholarship focusing on aspects of interpersonal communication, relationships, and health. Finally, it will examine ways of investigating health issues in specific interpersonal contexts. This includes patient-physician interaction and supportive communication.
CMST365	Title	Health Communication and the Arts.
	Prerequisites	CMDA 210 and CMST 263.
	Number and type of credits	3 hours lecture.
	Course Description	This course examines the application of the arts (music, painting, installations, dance, theatre, etc.) to communication strategies aimed at meeting specific outcomes in health care, public health campaigns, and public awareness of health issues. Topics include: the use of artistic expression by communities characterized by medical conditions, the relevance of the arts in health care institutions, and the adaptation of the arts to therapeutic strategies.
CMST370	Title	Managing Diversity and Conflict.
	Prerequisites	CMST 170 and CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	This course explores the concept of difference within organizations and groups, on both cultural and interpersonal levels. As organizations experience forces of globalization and democratization, they must forge new ways of managing and, further, celebrating diverse perspectives and ideas. Topics include historical dimensions of cultural identity and diversity; comparative approaches to Affirmative Action and multiculturalism; cultural and structural power in organizations and groups; and theories and techniques for managing intercultural and interpersonal conflict
CMST373	Title	Collaborative Problem Solving.
	Prerequisites	CMDA 210 and CMDA 220.

	Number and type of credits	3 hours lecture.
	Course Description	This course explores theories and techniques that bolster team-based creativity and decision making. As contemporary organizations increasingly move from individualized, top-down problem-solving processes to team-managed approaches, they require new communication competencies in order to innovate. Such competencies include the convening of stakeholders; shared leadership; integrative fact-finding; tactics for creativity; deliberative discussion; consensus-building; and collaborative report preparation/presentation
CMST375	Title	Organizational Change.
	Prerequisites	CMST 170 and CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	This course addresses the inevitability of change in the contemporary organizational landscape, and introduces strategies for managing challenges and opportunities that are endemic to change. Topics include assimilation; organizational learning; training and development; management of emotions; organizational culture; organizational identity; and the construction of missions and strategic plans.
CMST377	Title	Mediated Organizations.
	Prerequisites	CMDA 210.
	Number and type of credits	3 hours lecture.
	Course Description	New communication technologies are ubiquitous in organizational life, with functions ranging from mere supplementation of organizational processes to the enabling of organizations that exist primarily or solely through digitally mediated interaction. This course explores various media that may be used in conventional and so-called "virtual" organizations, spanning synchronous and asynchronous modes of communication. Special attention is devoted to
CMST377	Course Description	techniques for facilitating mediated meetings.
CMST379	Title	Community-Based Organizing.
	Prerequisites	Major in School of Communication and Media and CMST 170 and CMDA 220; OR Minor in Leadership Development Through Civic Engagement and PSYC 120 or PSYC 294.
	Number and type of credits	3 hours lecture.
	Course Description	This course explores historical and socio-political facets of community-based

organizing, and prepares students with communication competencies that are particular to non-profit organizational endeavors. Conceptual learning is advanced through a hands-on service-learning experience in a regional non-profit organization. Partnerships with regional non-profit organizations are facilitated by service-learning staff of the Research Academy for University Learning.

CMST402 Title
Prerequisites
Number and type of credits
Course Description

Speaking in Varied Contexts.
CMST 342.
3 hours lecture.
This course explores the demands of speaking in a number of contexts such as professional, political, social, commercial, educational, and mediated. Through readings and case studies, students can explore their particular interests and develop coaching and workshop materials for future professional use. Previous course SPCM 442 effective through Spring 2012.

CMST405 Title
Prerequisites
Special Fee
Number and type of credits
Course Description

Persuasion and Transmedia Campaigns.
CMDA 320.
Special fee.
3 hours lecture.
The course explores theories of persuasion and propaganda and provides targeted study of the design of various campaigns (political, health, advertising, cause-related) and hands-on training for successful campaign execution. Previous course SPCM 438 effective through Spring 2012.

CMST410 Title
Prerequisites
Number and type of credits
Course Description

Career Management.
CMDA 320.
3 hours lecture.
The course prepares students to develop effective strategies for negotiating the challenges of professional life. It focuses on the preparation for the job search, the e-portfolio, interview strategies, and professional networking, as well as on the phases of the career trajectory in varied communication and media fields. Previous course CMDA 410 effective through Spring 2014.

CMST415 Title
Prerequisites
Number and type of credits

Production Culture.
CMDA 320.
3 hours lecture.

	Course Description	This course explores the cultural practices and belief systems of production workers in the media industry. It examines "above-the-line" labor, such as producers and directors, as well as "below-the-line" labor, such as gaffers and grips, in order to assess the role these communities' interpretive frameworks and self-analysis play in the production of media. To do this, students will consider industrial reflexivity and critical practice using integrated cultural-industrial analysis.
CMST425	Title	Seminar in Mediated Communication.
	Prerequisites	CMDA 320.
	Special Fee	Special fee.
	Number and type of credits	3 hours seminar.
	Course Description	This advanced seminar explores emerging communication technologies and their social, cultural, and political implications. The course examines the history and evolution of communication technologies and how they transform our identity, homes, workplaces, communities, and playspaces. Emphasis is placed
CMST425	Course Description	on current issues and case studies drawn from the world of business, government, and entertainment. Previous course SPCM 404 effective through Spring 2012.
CMST430	Title	Public Relations Management.
	Prerequisites	CMDA 320.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course seeks to introduce students to the profession and practice of public relations management. Students will discuss concepts related to public relations processes, principles, history, current practice, and future trends. Students will learn how to identify the strengths and weaknesses of current public relations practices and apply theoretical principles in a management setting. Previous course SPCM 422 effective through Spring 2012.
CMST433	Title	Seminar in Public Relations.
	Prerequisites	CMST 330.
	Corequisites	CMST 333.
	Number and type of credits	3 hours seminar.

	Course Description	Provides background theory and practical experience in public relations. Writing forms and styles, project planning, and campaign strategies are emphasized. Meets the University Writing Requirement for majors in Communication Studies. Previous course SPCM 388 effective through Spring 2012.
CMST435	Title	Communication and Media Arts Activity.
	Prerequisites	CMDA 320.
	Number and type of credits	1 hours lecture.
	Course Description	Supervised communication and media arts activity focused on specific topics of relevance. May be repeated without limit. Previous course SPCM 435 effective through Spring 2012.
CMST437	Title	Crisis Management in Public Relations.
	Prerequisites	CMDA 320 and CMST 333.
	Number and type of credits	3 hours lecture.
	Course Description	This course examines the role that public relations plays in organizational crisis management. Emphasis is placed on understanding how public relations practitioners can help organizations plan, respond, and recover from crises. Issues examined include how a public relations practitioner can help organizations prevent crises, how to interact with media during a crisis, how to respond ethically to stakeholder concerns, and how to promote organizational learning so a similar crisis can be prevented.
CMST439	Title	Global Public Relations.
	Prerequisites	CMDA 320 and CMST 333.
	Number and type of credits	3 hours lecture.
	Course Description	This course intends to familiarize students with the role, function, and influence of public relations in a global environment. Topics include global trends, multicultural communication knowledge and skills, multiple cultures and diversity within nations, national media structures and public policy, and international legal and ethical codes in public relations. Students learn to analyze a variety of factors (e.g., politics, economic development, media environment, institutional pressures, cultures, activism) that affect the practice of global public relations.
CMST460	Title	Planning and Implementing Health Campaigns.
	Prerequisites	CMDA 320 and CMST 263.

	Number and type of credits	3 hours lecture.
	Course Description	This course prepares students to lead the planning, implementation, and refinement of communication campaigns that affect individual-level behavior change and community-wide action while addressing public health issues.
CMST460	Course Description	Throughout the semester, students practice the various stages of a health communication campaign based on real world conditions. They draw from health behavior theories; formative and outcome research, and expert opinion.
CMST470	Title	Organizational Consulting.
	Prerequisites	CMST 280 and CMST 373.
	Number and type of credits	3 hours lecture.
	Course Description	This course explores techniques for auditing organizational communication environments. In doing so, it connects theories, empirical research methods, and hands-on application. Students conduct fieldwork by using surveys interviews and other' techniques to assess an organization's communication, recognize problems, and propose remedies through professional reports. Partnerships with regional non-profit organizations are facilitated by service-learning staff of the Research Academy for University Learning. Previous course SPCM 384 effective through Spring 2012.
CMST475	Title	Seminar in Organizational Communication.
	Prerequisites	CMDA 310 and CMST 370 or CMST 373.
	Number and type of credits	3 hours seminar.
	Course Description	Exploration of advanced topics pertaining to communication in organizational contexts. Particular emphasis is placed on current issues in professional and civic organizations. Subject changes from year to year. Topics include intra-organizational diversity and conflict management, democratic approaches and processes, and leadership. Previous course SPCM 474 effective through Spring 2012.
CMST499	Title	Honors: Senior Seminar.
	Prerequisites	Departmental approval.
	Number and type of credits	2 hours seminar, 1 hour studio.
	Course Description	Students pursue independent projects related to their major academic and professional interests and meet for tutorial sessions on selected topics.

		Seminar culminates in a major project related to research, performance, production or pedagogy. Previous course SPCM 499 effective through Spring 2012.
CMST502	Title Number and type of credits Course Description	Researching Public and Organizational Relations. 3 hours lecture. This course introduces students to standard empirical techniques of communication inquiry. These quantitative and qualitative methods pertain to both social scientific inquiry and professional applications. Particular attention is devoted to approaches for investigating problems and phenomena that are typical of contemporary organizations' internal and external communication processes. Previous course SPCM 502 effective through Spring 2012.
CMST503	Title Number and type of credits Course Description	Survey: Qualitative Research Methods. 3 hours lecture. This course introduces students to the full range of qualitative research methods and their application in communication contexts such as politics, organizations, the media, marketing, and culture. Emphasis is on the practical applications of qualitative methods for the purpose of evaluation of communication practices and offering of pragmatic recommendations. Previous course SPCM 503 effective through Spring 2012.
CMST505	Title Number and type of credits Course Description	Issues of Public and Organizational Relations. 3 hours lecture. This course orients students within the academic discipline and professional field of public and organizational relations. Students learn about the history of communication scholarship, academic and professional membership associations, literature and other resources and communication-related career paths. As well, the course surveys social scientific and humanistic theories
CMST505	Course Description	pertaining to key issues of organizations' internal and external communication, providing a foundation for subsequent coursework in the Public and Organizational Relations program of study. Previous course SPCM 505 effective through Spring 2012.
CMST509	Title	Problems in Communication.

	Number and type of credits	3 hours lecture.
	Course Description	Individual problems in communication. Reports, papers, panel discussion and experimentation. May be repeated twice for a total of 9 semester hours. Previous course SPCM 509 effective through Spring 2012.
CMST510	Title	Special Topics In Communication.
	Number and type of credits	3 hours lecture.
	Course Description	Special Topics in Communication is intended as a multipurpose course that can be used both to teach rotating special topics courses and to pilot test new courses. Special Topics in Communication is intended to be repeatable and to be used by both the public relations and the organizational communications tracks to offer advanced and special topic courses. The course may be repeated an unlimited number of times provided the topic of the course has changed. Previous course SPCM 510 effective through Spring 2012.
CMST520	Title	Public Relations Writing and Media Relations.
	Number and type of credits	3 hours lecture.
	Course Description	Students practice public relations skills, including press release writing; press kit development and distribution; analyses of publics; and media relations. Special attention is devoted to the potentials of traditional and new media for enabling creative and effective public relations. Previous course SPCM 520 effective through Spring 2012.
CMST526	Title	Theories of Human Communication.
	Number and type of credits	3 hours lecture.
	Course Description	In-depth study of human communication behavior as it relates to theories of intrapersonal, interpersonal, small group, public and mass communication. Students develop awareness of communication behavior patterns and cultivate the ability to select appropriate and effective communication behaviors for optimum results. Previous course SPCM 526 effective through Spring 2012.
CMST530	Title	New Media Applications.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course explores the roles and potentials of various traditional and emergent technologies/media in organizations' internal and external communication processes. Considering issues inherent to contexts, messages, and audiences, students gain insights about choosing and applying media in

		particular situations, and recognizing how such choices affect meaning-making. Special attention is devoted to the ways in which new technologies/media are transforming organizations' day-to-day functioning, identities, and public relationships. Previous course SPCM 530 effective through Spring 2012.
CMST534	Title Number and type of credits Course Description	Readings in Communication. 3 hours lecture. Study and assessment of major literature in communication. Competence demonstrated in research assignments and papers. Course may be repeated once for a total of 6 semester hours. Previous course SPCM 534 effective through Spring 2012.
CMST536	Title Number and type of credits Course Description	Persuasion and Media. 3 hours seminar. This course explores psychological, relational, and rhetorical theories of persuasion and provides students with practical strategies. Considering the functions of persuasion in organizational and public contexts, emphasis is placed on the roles of technology and media in facilitating creative and
CMST536	Course Description	effective messages and campaigns. Previous course SPCM 536 effective through Spring 2012.
CMST545	Title Number and type of credits Course Description	Issue Management. 3 hours lecture. Issue Management deals with issues such as problem solving, crisis communication and the process of shaping public opinion. Areas such as lobbying, political public relations, persuasion, dialogue, apologia, and rhetorical approaches to public influence are dealt with as means of managing organization-public relationships. Previous course SPCM 545 effective through Spring 2012.
CMST547	Title Number and type of credits Course Description	Seminar in Organizational Communication. 3 hours seminar. This course focuses on special topics in organizational communication relating to leadership strategies and tools for assessment of organizational culture. Leadership is viewed in behavioral and interactionist terms rather than as a position within an organizational hierarchy. Systems of organizational

		<p>culture are viewed as patterned behaviors with consequences for organizational effectiveness. Tools are offered for observation and intervention in organizational development efforts focused on team building and leadership. Previous course SPCM 547 effective through Spring 2012.</p>
CMST555	<p>Title Number and type of credits Course Description</p>	<p>Survey of Public and Organizational Relations. 3 hours lecture. This course overviews the related disciplines of organizational communication and public relations, with an integrative approach to understanding organizations' internal and external communication processes. Topics include: comparative structural conceptions of organizations; key organizational processes (e.g., leadership, change management, technology/media use, cultural diversity, and assimilation); organizational identity; informative and persuasive public campaigns; dialogic public partnerships; and issue/crisis management. Previous course SPCM 555 effective through Spring 2012.</p>
CMST556	<p>Title Number and type of credits Course Description</p>	<p>Leadership and Collaborative Innovation. 3 hours lecture. Students explore communication dynamics of teams and small groups with emphasis on leadership and innovation. Recognizing that contemporary organizations often value teamwork (rather than top-down delegation) as means for creative problem solving, this course examines theories and practices pertaining to: leadership; membership; interpersonal and inter-group conflict management; cultural heterogeneity; problem solving and decision making; meeting facilitation; and cooperative execution of complex projects. Course content is conducted through and experiential group practicum. Previous course SPCM 556 effective through Spring 2012.</p>
CMST560	<p>Title Prerequisites Course Description</p>	<p>Internship: Communication. Communication Studies majors only; departmental approval. Off-campus practicum assignments that range from serving on a political campaign staff to coaching students and/or conducting forensic tournaments or assisting on a Public Relations staff. Broad, balanced and locally supervised experience by arrangements.)</p>
CMST580	<p>Title Prerequisites</p>	<p>Globalization and Contemporary Communication. 21 credit hours completed in the Public and Organizational Relations Master of Arts Curriculum.</p>

	Number and type of credits Course Description	3 hours lecture. This capstone course in the Public and Organizational Relations curriculum integrates programmatic topics within discussions of globalization's processes and consequences. Considering themes pertaining to new technologies/media, inter- and multi-culturalism, organizational identity, and organizational
CMST580	Course Description	culture, the course examines theoretical, ethical, and practical dimensions of contemporary cases. Guest lecturers from various academic and professional backgrounds provide opportunities for students to interact with experienced practitioners and to explore pertinent communication problems of globalization. Previous course SPCM 580 effective through Spring 2012.
CMST581	Title Number and type of credits Course Description	Media and Mass Culture. 3 hours lecture. Influences and effects of the media on society; policy decisions and the influence of the broadcast media as conveyors of information and stimulus for change. Open to all graduate students. Previous course SPCM 581 effective through Spring 2012.
CMST582	Title Number and type of credits Course Description	Techniques of Communication. 3 hours lecture. Techniques and ethics in the production of informative and persuasive messages for public consumption. Open to all graduate students. Course may be repeated once for a total of 6 semester hours. Previous course SPCM 582 effective through Spring 2012.
CMST599	Title Prerequisites Course Description	Independent Study. Communication Studies majors only; departmental approval. Individual projects in communication that result in significant research or creative projects. Student and instructor agree upon an area of study, readings are assigned, research is done and student submits final findings in form of a paper or a series of annotated bibliographies or position papers. The nature of the course permits advanced graduate students to pursue areas of speech not covered by present offerings. Course may be repeated once for a maximum of 6.0 credits. Previous course SPCM 599 effective through Spring 2012.

CMST698	Title Prerequisites Course Description	Master's Thesis. Departmental approval. Independent research project done under faculty advisement. Students must follow the MSU Thesis Guidelines, which may be obtained from the Graduate School. Students should take CMST 699 if they don't complete CMST 698 within the semester. Previous course SPCM 698 effective through Spring 2012.
CMST699	Title Prerequisites Course Description	Master's Thesis Extension. CMST 698. Continuation of Master's Thesis Project. Thesis Extension will be graded as IP (in Progress) until thesis is completed, at which time a grade of Pass or Fail will be given.
CNFS460	Title Prerequisites Course Description	Practicum in Environmental Education. EDFD 200. This course is designed to provide future teachers and supervisors with a background of experience and knowledge which will enable them to organize and conduct environmental education programs. Using an extensive library of environmental education materials, students formulate teaching units, lists of teaching aids, and projects suitable for use in environmental education programs. Participating in programs with school children in residence at the School of Conservation furnishes a practical background for environmental education development.
CNFS470	Title Prerequisites Course Description	Introduction to Wilderness Stewardship. EAES 201. Intensive two-week backcountry camping course to be held entirely in the field. Provides a basic understanding of how to utilize our natural areas with minimum environmental impact while pursuing outdoor recreational activities. An additional laboratory fee to cover food, lodging, and equipment is required.
CNFS471	Title Prerequisites Course Description	Fundamentals of Wilderness Leadership. CNFS 470. Intensive three-week backcountry camping course to be held entirely in the field. Throughout the program, leadership, judgment, conservation, and sound