

ORGC 4455: Organizational Communication Practicum (Capstone)

3 Credit Hours

Prerequisite: ORGC 3025 and COMM 3435 and 90+ credit hours; must be a declared major in the School of Communication and Media.

This course is the study and application of the organizational communication assessment process used by consultants, trainers and managers. In this capstone course, students conduct a communication audit for a local company and develop a written analysis of the organization's internal communication patterns.

ORGC 4470: Topics in Organizational & Professional Communication

3 Credit Hours

Prerequisite: Must be a declared major in the School of Communication and Media.

This course offers theoretical and applied approaches to the understanding of organizational & professional communication. Sample topics may include global leadership in organizations, nonprofit organizations, professional coaching, and organizational systems. Semester topics will vary. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.

PR 3335: Public Relations Principles

3 Credit Hours

Prerequisite: COMM 2230

An introduction to the history, role, and functions of public relations, including public relations theory, ethics, and industry and career issues.

PR 3355: Public Relations Cases

3 Credit Hours

Prerequisite: PR 3335 and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.

This course examines basic roles and functions of messaging strategy in promoting organizational goals. A case study approach emphasizes theory and methods for effective communication with diverse organizational publics, including the mass media, employees, consumers, financial stakeholders and special interest groups.