

# CMN - COMMUNICATION

CMN Class Schedule (<https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/CMN/>)

## Courses

**CMN 101 Public Speaking credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/101/>)

[IAI Code: C2900] Preparation and presentation of short informative and persuasive speeches; emphasis on the selection and organization of material, methods of securing interest and attention, and the elements of delivery. Day1Access course materials information is available at <https://go.illinois.edu/Day1Access>. Credit is not given toward graduation for: Credit is not given for both CMN 101 and either CMN 111 or CMN 112.

**CMN 102 Introduction to Communication credit: 4 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/102/>)

Provides students with an overview of the major areas of study across the diverse field of Communication. Attention is given to the study of argumentation, persuasion, mediated communication effects, rhetoric, face-to-face communication with family, friends, and romantic partners, social support, nonverbal and verbal communication, group communication, health communication, organizational communication, race and communication, sports and communication, and common research methods in the field.

This course satisfies the General Education Criteria for: Social Beh Sci - Beh Sci

**CMN 111 Oral & Written Comm I credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/111/>)

[IAI Code: C1901R] Principles and practice in communication; stress on fundamentals of critical thinking in writing and speaking. The campus Composition I general education requirement is fulfilled by this course in conjunction with CMN 112. CMN 111+ CMN 112 cannot be taken by students who have completed the campus Composition I general education requirement. Credit is not given toward graduation for: Credit is not given for both CMN 111 + CMN 112, and other courses that fulfill the Composition I requirement (such as RHET 101+RHET 102, RHET 105, ESL 115); Credit is also not given for both CMN 111+ CMN 112, and CMN 101.

This course satisfies the General Education Criteria for: Composition I

**CMN 112 Oral & Written Comm II credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/112/>)

Continuation of Oral & Written Comm I; stress on deliberation and fundamentals of communication and public argument through speaking and writing. The campus Composition I general education requirement is fulfilled by this course in conjunction with CMN 111. Credit is not given for both CMN 111+CMN 112 and other courses that fulfill the Composition I requirement (such as RHET 101+ RHET 102; RHET 105; ESL 115); Credit is also not given for both CMN 111+ CMN 112 and CMN 101. CMN 111+ CMN 112 may not be taken by students who have completed the campus Composition I general education requirement. Prerequisite: CMN 111.

This course satisfies the General Education Criteria for: Composition I

**CMN 199 Undergraduate Open Seminar credit: 0 to 5 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/199/>)

May be repeated to a maximum of 6 hours.

**CMN 204 Internship in Teaching Comm credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/204/>)

Supervised experience in assisting in the teaching of an undergraduate course in communication; practice in preparing and presenting brief lectures, conducting activities within class, and assisting students outside of class. Prerequisite: Junior standing, cumulative 3.0 grade-point average, 3.5 grade-point average in Communication coursework, recommendation from an instructor, and approval by application.

**CMN 210 Public Communication in Everyday Life credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/210/>)

Introduces concepts useful for the critical analysis of public communication in everyday life. Drawing on communication theory and practice, especially theories of rhetoric, the course investigates techniques of persuasion, offers tools for critical analysis of public discourse, and considers the political and ethical implications of various forms of public communication.

This course satisfies the General Education Criteria for:

Humanities - Hist Phil

Cultural Studies - Western

**CMN 211 Business and Professional Communication credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/211/>)

Focus on relevant theory and research on communication strategies and skills vital to diverse business and professional contexts. Topics include personal branding and self-marketing; job interviewing basics; business ethics; business writing; networking; professional etiquette and behaviors; and business presentations. Activities include presentations, written assignments, and practice interviews. Prerequisite: CMN 101.

**CMN 212 Intro to Organizational Comm credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/212/>)

Considers major theories, research questions, and approaches to organizational communication.

**CMN 213 Small Group Communication credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/213/>)

Considers major theories, processes, and practical measures contributing to effective communication in small group and team contexts.

**CMN 214 Organizational Communication & Diversity credit: 3 Hours.** (<https://courses.illinois.edu/schedule/terms/CMN/214/>)

A focus on the knowledge, skills, and abilities needed for students to understand and address various components of diversity in organizations. This class is designed to give students an environment to discuss diverse perspectives related to organizations. Thus, this course will explore such areas as power, gender, race, social class, sexuality, ability and age. The relationship between these areas to organizational communication concepts such as, assimilation & socialization, power, culture, employee conflict and relationships will be explored. Students do not need to have any prior knowledge of organizational communication in order to benefit from this course. Students will draw from their personal and familial organizational socialization experiences to learn about the role of culture in organizations.

This course satisfies the General Education Criteria for:

Cultural Studies - US Minority

**CMN 215 Interviewing: The Art and Science of Effective Questioning credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/215/>)**

Questioning is fundamental to human communication. The process for questioning in a structured, purposeful way is called interviewing, which is both an art and a social science. Students will learn theoretical principles related to major types of interviews and apply this knowledge through practice as both interviewer and interviewee, leading to competency in employment and informational interviews. Additionally, they will learn to be a critical observer of interviews taking place in the public sphere. Credit is not given for both CMN 115 and CMN 215. Prerequisite: CMN 101 or CMN 111 and CMN 112.

**CMN 220 Communicating Public Policy credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/220/>)**

Study of the nature of policy-oriented communication; analysis and formulation of positions on issues of professional, personal, or public interest; design and presentation of public policy messages addressed to varying tasks and audiences, with special emphasis on advanced writing skills. Prerequisite: Completion of campus Composition I general education requirement.

This course satisfies the General Education Criteria for:  
Advanced Composition

**CMN 230 Introduction to Interpersonal Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/230/>)**

Refine your communication skills in one-on-one conversations. Learn active listening, small talk, how to give good advice and emotional support, and conflict resolution. Students complete a semester-long skills project in which they reflect on and improve their own communication skills related to impression management, communication with family and friends, listening, small talk, and more. Course concepts apply to academic, professional, and personal interactions.

This course satisfies the General Education Criteria for:  
Social Beh Sci - Soc Sci

**CMN 232 Intro to Intercultural Comm credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/232/>)**

Introduction to the study of intercultural communication in a variety of contexts, including domestic and international; examines theory and research to explain what happens when people from different cultural and linguistic backgrounds interact. Requires students to think critically about the ways in which "taken-for-granted" ways of thinking, acting, and interacting are culturally specific.

This course satisfies the General Education Criteria for:  
Cultural Studies - Non-West  
Social Beh Sci - Soc Sci

**CMN 250 Social Movement Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/250/>)**

Examines the communication strategies of social movements, concentrating on the types of messages that social movements create (including rhetorical messaging, social protest, grassroots organizing, fundraising, and media outreach). Focuses on the communication of major 19th, 20th, and 21st century social protest movements, including movements for civil rights, environmentalism, women's rights, and others. Emphasizes the functions of communication for identity formation, promulgation, and social change. Provides knowledge and tools for the analysis and production of messages.

This course satisfies the General Education Criteria for:  
Cultural Studies - US Minority

**CMN 260 Intro to Health Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/260/>)**

Introduces theory and research on communication in health and illness contexts. Explores how messages from media, interpersonal, and organizational sources affect health beliefs and behaviors.

This course satisfies the General Education Criteria for:  
Social Beh Sci - Beh Sci  
Cultural Studies - Western

**CMN 274 Media, Culture, and Power credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/274/>)**

Examines media and popular culture through a critical perspective, including how they reproduce social realities that privilege certain powerful interests, yet can be used to contest power and create social change. The course will examine topics such as capitalism and media industries, advertising, entertainment, fandom, and representations of race, sex, gender, sexuality, and class. Students will practice critical analysis of cultural texts and create their own communicative interventions into media and popular culture.

**CMN 277 Introduction to Mediated Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/277/>)**

Survey of the history, structure, forms, and social effects of the American mass media, with significant focus on study of how media shape perceptions of people of color and other stigmatized groups.

This course satisfies the General Education Criteria for:  
Social Beh Sci - Soc Sci  
Cultural Studies - US Minority

**CMN 280 Comm Technology & Society credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/280/>)**

Introduction to theory and research on both old and new communication technologies; focus will be on how these technological systems develop and are used, and what implications of these systems have for culture and society.

This course satisfies the General Education Criteria for:  
Social Beh Sci - Soc Sci

**CMN 304 Communication Internship credit: 1 to 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/304/>)**

Directed internship experience for Communication majors. Students must have consent of the Internship Coordinator. May be repeated in separate terms to a maximum of 6 hours.

**CMN 312 Communicating for Innovation credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/312/>)**

This course challenges the notion that good ideas are produced by "lone geniuses." Surveying theories from organizational communication, we will explore the important role communication plays in fostering innovation and creativity in the workplace. Some topics discussed include: socialization, group decision-making, information sharing, positive workplace environments, the role of communication technologies, and social networks. Students will analyze real-world cases and participate in class activities designed to demonstrate innovation processes in action.

**CMN 314 Organizational Communication and Community Impact credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/314/>)**

Presents the role of organizational communication in response to various community issues from local to global. The course concentrates on the impacts of organizations in response to socio-political, economic, and cultural issues (such as civil unrest and disasters) and explores how organizations can leverage their internal and external communication processes (networks, advocacy) to promote positive community change, offering theoretical and practical knowledge for developing organizational communication strategies for maximum community impact.

**CMN 315 Crowds, Clouds, and Community credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/315/>)**

Webs of communication connections are integral to how teams, families, organizations, and communities work. We will collect, visualize, and analyze network data to investigate the inherent connectedness of life, and in the process, we will develop analytical and computational skills by making arguments with data.

This course satisfies the General Education Criteria for: Quantitative Reasoning II

**CMN 319 Risk Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/319/>)**

Designed for students who are interested in learning about risk communication in areas such as health, science, and technology. The course will draw on theory and research from a variety of perspectives and cover topics including risk assessment, risk perception, message design, media options, and barriers to effective communication.

**CMN 321 Strategies of Persuasion credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/321/>)**

Studies of powerful instances of public persuasion; students examine key means of public influence.

**CMN 323 Argumentation credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/323/>)**

Study of the theory of argument, e.g., evidence, reasoning, and construction of briefs; practice in formal and informal forms of debate and public discourse on current public questions. Prerequisite: CMN 101.

**CMN 325 Politics and the Media credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/325/>)**

Same as MACS 322 and PS 312. See PS 312.

**CMN 326 Mass Media and the Audience credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/326/>)**

Presents information on how to conceptualize audiences, mass media use, and reception of media messages. Also examines the character of the audience experience, uses and gratifications of mass media, social cognition, and studies of audiences as interpretive communities.

**CMN 327 Communication and Public Opinion credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/327/>)**

Study of what public opinion is, how it is measured, how it is communicated, and how it affects politics and society. Examination of public opinion polling, the use of public opinion by politicians, political campaigns, and the news media, and the way that individuals do or do not contribute to public opinion in their everyday lives.

**CMN 328 Social Media and Politics credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/328/>)**

The growth and popularity of social media has greatly impacted democracy—serving as both a tool and a weapon. This course looks at how social media and politics intersect and their implications for society and democracy across three domains: the public, politicians and political campaigns, and the news media. Students will be able to explain how social media operates as a public sphere and its role in shaping political discourse.

**CMN 336 Communicating in Families credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/336/>)**

Explores communication behaviors that are relevant in families. Topics include family diversity, family development, and family stress. Students will learn how to apply family communication theory and research to address challenges that modern families face. Students considering careers in fields like human relations (HR), public relations, education, law, counseling, and social work will be able to apply the information in this course to their potential job aspirations.

**CMN 338 Relationships and Technologies credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/338/>)**

Examines the uses, functions, and effects of communication technologies in personal relationships (e.g., friendships, dating relationships, families). Emphasis on contemporary and emerging modes of communication with some consideration of historical and enduring modes of interaction.

**CMN 340 Visual Politics credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/340/>)**

Explores the role of visual images in U.S. culture, paying special attention to the ways that images function persuasively as political communication. Provides tools for analyzing historical and contemporary images and artifacts, such as photographs, prints, paintings, advertisements, and memorials. Emphasis on how visual images are used for remembering and memorializing; confronting and resisting; consuming and commodifying; governing and authorizing; and visualizing and informing.

**CMN 345 Visual Media Effects credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/345/>)**

Provides an introduction to visual media effects in communication, and is intended for students with little or no experience with visual aspects of communication. Focuses on social scientific approaches to understanding visual media effects and theories of visual communication.

**CMN 357 Intro to Conversation Analysis credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/357/>)**

Same as LING 357. See LING 357.

**CMN 361 Storytelling as Oral Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/361/>)**

Explores the role of traditional oral narrative in contemporary social life. Examines some major genres: folktales, family stories, personal growth narratives, professional autobiographical presentations, TED talks. Each of these genres will be examined in terms of content, context in a larger community of discourse, and performance demands. In addition, students will create and perform their own stories representing these genres.

**CMN 368 Sexual Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/368/>)**

Describes sex as a fundamental activity in the development and maintenance of human relationships. Communication about sex happens in a variety of interpersonal, group, organizational, and mediated contexts. Explores the many ways in which sexual communication intersects our personal, relational, cultural, and institutional norms and values. Topics will include social norms about sexual communication, sexual harassment, family communication about sex, sexual health education, doctor-patient communication about sex, and sex in the media and in advertising. Theory and research on communication processes will be used to elaborate how talk about sex can achieve multiple goals.

**CMN 375 Popular Media and Culture credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/375/>)**

Using the critical lens of theories on race, class, gender, and sexuality, this class will investigate the complicated relations among popular media and culture, including how our everyday life and attitudes are thought to be shaped by the media, and how cultural systems can be said to inform the media. By exploring a wide range of media (e.g., film, television, music, the internet, and computer games), students will investigate the national, political, and personal dimensions of popular media and the varied ways in which media construct, reflect and intersect with specific cultural systems, identities, and classifications. May be repeated in separate terms to a maximum of 6 hours.

**CMN 380 Communication and Leadership credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/380/>)**

Leaders must be adept communicators who can speak across contexts to diverse audiences. Taking a communication perspective, we ask and answer the question, what do ethical, effective leaders say and do? We explore different theories of leadership and followership, examine the role of communication in creating and sustaining leadership, and develop practical skills of leadership and followership through experiential learning projects.

**CMN 390 Individual Study credit: 1 to 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/390/>)**

Individual investigation of special problems. May be repeated to a maximum of 6 hours. Prerequisite: Twelve hours of communication coursework; a grade-point average of 3.25; and consent of head of department.

**CMN 396 Special Topics in Comm credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/396/>)**

Special topics in communication not treated in regularly scheduled courses. See Class Schedule for current topics. May be repeated as topics vary.

**CMN 410 Workplace Comm Technology credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/410/>)**

Focuses on how communication technologies are designed, implemented, adopted, and used within and across organizations. Reviews a broad array of theories used to conceptualize technology in the workplace. Emphasis on how theory may be used to understand applications such as knowledge management, telecommuting, distributed work, and virtual organizations. Further focus on analyzing real-world cases to develop skills necessary for working in contemporary organizations. 3 undergraduate hours. 4 graduate hours.

**CMN 411 Organizational Comm Assessment credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/411/>)**

Organizational communication theory applied to the assessment of communication practices in organizations; systematic procedures for diagnosing communication problems and facilitating effective communication in organizations. Extensive use of case studies. 3 undergraduate hours. 4 graduate hours. Prerequisite: CMN 212.

**CMN 412 Adv Organizational Comm credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/412/>)**

Advanced study of theory and research in organizational communication; considers such topics as communication networks, superior-subordinate communications, task-related and social information processing, and communicating with the external environment. 3 undergraduate hours. 4 graduate hours. Prerequisite: CMN 212.

**CMN 420 Communication and Civic Life credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/420/>)**

A comprehensive introduction to the history and theory of the art of communicating in public, known for centuries as the "art of rhetoric." Students will learn key concepts about speaking and writing in civic and political communities as well as learn about major themes, movements, debates, and thinkers relevant to the history of rhetoric. Course content combines readings from original historical sources with lectures and discussions. 3 undergraduate hours. 4 graduate hours. Credit is not given toward graduation for: CMN 420 and CMN 310.

**CMN 421 Persuasion Theory & Research credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/421/>)**

Survey of major theories of persuasion, research on factors influencing persuasive effectiveness, and application to problems of persuasive discourse. 3 undergraduate hours. 4 graduate hours.

**CMN 423 Rhetorical Criticism credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/423/>)**

Methods of interpreting and judging persuasive discourse with emphasis on political speaking and writing; extensive practice in criticism of rhetorical texts. 3 undergraduate hours. 4 graduate hours.

**CMN 424 Campaigning to Win credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/424/>)**

Using a case study approach to illustrate how campaigns attempt to persuade and mobilize voters, students learn how to plan and manage effective political campaigns. Same as PS 411. 3 undergraduate hours. 4 graduate hours.

**CMN 425 Entertainment and Politics credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/425/>)**

How and why are people sometimes entertained by news and politics? This course explores the political implications of entertainment media, from satire programming, fiction, music, and video games to politics itself as entertainment. Drawing insight from political communication, media psychology, and media studies, students will apply theories of entertainment and politics to understand how media shapes attitudes and behaviors. 3 undergraduate hours. 4 graduate hours.

**CMN 429 Race and the Mass Media credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/429/>)**

Presents an overview of racial stereotypes in the mass media and the effects of stereotypical imagery on viewers. Discussion of the structural and social origins of stereotypic media from multiple perspectives focusing on published scholarship that systematically assesses the content and effects of racial representations from a social scientific perspective. Intersections between race, ethnicity, class, and gender also will be explored. 3 undergraduate hours. 4 graduate hours.

**CMN 432 Gender Communication credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/432/>)**

Study of interactive relationships between gender and communication in contemporary American society. Examines how gender identity and expression are influenced by race, ethnicity, culture, age, ability, class, faith and other social characteristics. Explores how communication in social contexts creates and perpetuates gender roles. Same as GWS 432. 3 undergraduate hours. 4 graduate hours.

**CMN 433 Communication and Culture credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/433/>)**

Studies theories and methods for identifying culture and identities in everyday talk. Addresses cultural variability in ways of speaking that depend on and produce context; negotiating interactions; and displaying, evaluating, and inferring identities (e.g., gender, ethnic, national, class, generational, peer group, regional, political). Same as ANTH 433. 3 undergraduate hours. 4 graduate hours.

**CMN 435 Building Interpersonal Skills credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/435/>)**

Students will reflect on and improve communication skills when communicating one-on-one, using research-based processes. Grounded in theory, students will create a self-assessment portfolio that includes practicing and reflecting on their ability to: actively listen when disagreeing, eliminate distractions/make someone feel important, improve relationships, handle disagreements, and improve a skill of their choice. Students will learn to reflect on, critique, and improve their interpersonal skills, while helping classmates do the same. 3 undergraduate hours. 4 graduate hours. Prerequisite: CMN 230 or consent of instructor.

**CMN 450 Topics in Public Communication credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/450/>)**

Explores topics in public communication not treated in regularly scheduled courses, with special attention to the ways that public communication unfolds in concrete rhetorical situations and moments in time; see Class Schedule for current topics. 3 undergraduate hours. 4 graduate hours. May be repeated as topics vary to a maximum of 12 undergraduate hours or 16 graduate hours.

**CMN 462 Health Communication in Relationships credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/462/>)**

Explores health communication between people in close relationships and patient-provider relationships over the course of an illness. Topics include identity, sharing health information, stigma, social support, caregiving, and patient-centered communication. Useful for students seeking to improve their own health communication, going into a medical field, wanting research experience, and seeking deeper understanding of communication theories and their applications. 3 undergraduate hours. 4 graduate hours.

**CMN 464 Health Communication Campaigns credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/464/>)**

Focuses on the theoretical principles behind designing, implementing, and evaluating a health communication campaign. Students will be exposed to campaigns pertaining to alcohol abuse, illicit drug use, organ donation, safe sex, tobacco use, among others. The first part of the course reviews theories used in health communication campaigns, derived from the disciplines of communication, social psychology, and public health. The second part of the course focuses on designing campaigns and creating messages as well as evaluating the effects of those campaigns and messages. 3 undergraduate hours. 4 graduate hours.

**CMN 465 Social Marketing credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/465/>)**

Social marketing offers a revolutionary approach to solving a wide range of societal problems. Social marketing applies traditional marketing principles and techniques to the challenges and rewards of influencing positive public behavior. This course is designed to give students a thorough orientation to key marketing concepts and their application to a range of communication issues with an emphasis on promoting community engagement, environmental conservation, financial literacy, health promotion, and injury prevention. Throughout the semester, attention is given to several behavior change models employed to guide current social marketing campaigns as well as a focus on the ten steps for developing, implementing, and evaluating a campaign. Students will acquire practical skills in designing a campaign as well as an appreciation for the role of behavior change models in social marketing. 3 undergraduate hours. 4 graduate hours.

**CMN 467 Communication & Health Equity credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/467/>)**

Explores the role that communication plays as both a potential contributor to existing health inequalities and a means of helping to reduce them. Drawing on theories and research from communication, public health, and related social science disciplines, the course reviews relevant academic literature and utilizes media and policy examples to engage with key topics, such as communication inequalities and public discourse surrounding inequality and social determinants of health. 3 undergraduate hours. 4 graduate hours. Prerequisite: Junior standing or above.

**CMN 491 Honors Individual Study credit: 2 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/491/>)**

Individual investigation of special problems. 2 undergraduate hours. No graduate credit. May be repeated to a maximum of 4 undergraduate hours. Prerequisite: Twelve hours of communication; a grade-point average of 3.50; and consent of head of department.

**CMN 493 Honors Senior Thesis credit: 2 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/493/>)**

Individual study leading to a thesis for honors in the Department of Communication. 2 undergraduate hours. No graduate credit. May be repeated to a maximum of 4 undergraduate hours. Prerequisite: Senior standing; a grade-point average of 3.50; and consent of head of department.

**CMN 496 Adv Topics in Communication credit: 3 or 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/496/>)**

Advanced topics in communication not treated in regularly scheduled courses; see Class Schedule for current topics. 3 undergraduate hours. 4 graduate hours. May be repeated as topics vary.

**CMN 501 Intro to Health Communication credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/501/>)**

Introduction to theory and research on communication in health and illness contexts, focusing on how messages from interpersonal, organizational, cultural and media sources affect health beliefs and behaviors. Some topics to be explored include: the theoretical foundations underlying differences in the ways individuals communicate about health, health campaign strategies and organizational influences on health and strategies for generating successful or beneficial health-related communication (as well as recognize problematic communicative trends).

**CMN 502 Health Comm Research Methods I credit: 2 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/502/>)**

Introduction to social scientific methods for research on health communication and health outcomes. These methods may be used either to build general (theoretical) knowledge about communication or to aid in design and evaluation of actual messages and campaigns. Spring terms only. Prerequisite: Only for students enrolled in the MS in Health Communication degree program.

**CMN 503 Health Comm Research MethodsII credit: 2 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/503/>)**

Focuses on analytic strategy in both qualitative and quantitative analysis. Complements and expands upon the social scientific methods for collecting data introduced in CMN 502. Prerequisite: CMN 502 strongly recommended.

**CMN 505 Provider-Patient Communication credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/505/>)**

Study of theoretical bases for understanding social interactions in health care settings focusing on three general areas: (a) communication and identity, (b) health and personal relationships, and (c) health care provider-patient interaction. Prerequisite: Restricted to students enrolled in the MS in Health Communication (HCOM) degree program or the Certificate in Health Communication (CHC) program.

**CMN 507 Hlth Comm Orgs Profs & Policy credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/507/>)**

Study of the organizational features of the U.S. health care systems, generating a comprehensive image of the context in which communication between patients and providers, health care consumers and organizations, and public health care messages are sent, received, exchanged, interpreted, and circulated. Offered Fall terms only. Prerequisite: Only for students enrolled in the MS in Health Communications degree program.

**CMN 508 Health Marketing credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/508/>)**

Introduction to theoretical frameworks, research, and applications of health marketing. Literature from contributing disciplines will be reviewed (e.g., advertising, communication, marketing, public health, political science, psychology and sociology) and key aspects of campaign development will be discussed (e.g., formative research, audience segmentation, message tailoring and evaluation). Prerequisite: Restricted to students in the Master of Science in Health Communication (HCOM) Program, or the Certificate in Health Communication (CHC) Program.

**CMN 529 Seminar Communication Theory credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/529/>)**

Special topics in communication theory and research. May be repeated to a maximum of 16 hours. Prerequisite: Consent of instructor.

**CMN 538 Seminar Rhetorical Theory credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/538/>)**

Study of special topics in the history of rhetorical theory. May be repeated to a maximum of 16 hours.

**CMN 550 Intro to Comm Grad Study credit: 1 Hour. (<https://courses.illinois.edu/schedule/terms/CMN/550/>)**

Orientation to discipline of Communication and too departmental research areas. Discusses disciplinary norms, research ethics/IRB, academic writing, and professional conduct. Advice on choosing areas of research, identifying suitable graduate advisor, time management, and career planning. Faculty visitors discuss their research and professional development topics. Approved for S/U grading only. Prerequisite: Communication graduate students only.

**CMN 574 Communication Research Methods credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/574/>)**

Introduction to content analysis, survey, and experimental research designs and quantitative and qualitative analysis in communication research.

**CMN 575 Capstone Individual Study credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/575/>)**

Provides capstone experience for students in the MS in Health Communication degree program.

**CMN 595 Special Problems credit: 1 to 12 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/595/>)**

Individual investigation of special projects not included in theses. May be repeated in separate terms. Open to master's candidates for a maximum of 4 graduate hours and to doctoral candidates for a maximum of 12 graduate hours. Prerequisite: Consent from head of department.

**CMN 599 Thesis Research credit: 0 to 16 Hours. (<https://courses.illinois.edu/schedule/terms/CMN/599/>)**

Approved for S/U grading only. May be repeated in the same term or in separate terms.