The Communication major prepares 21st century students to become critical thinkers, avid consumers of information, and effective problem solvers in both their personal and professional lives.

The goal of the Communication course of study is for undergraduates to learn about communication from a broad liberal arts perspective. Students will study the nature of effective communication across domains, develop effective communication skills, and gain knowledge of how to help others improve their skills. Students gain theoretical and practical knowledge of public advocacy and debate and the critical capacity to evaluate the face-to-face and mediated political and cultural information upon which we all depend. They also should achieve a sophisticated understanding of the political and social import of communication on all aspects of public and private life, from public policy and health care to cultural norms, personal interactions, and notions of racial, class, gender, and sexual identity.

Communication is an appropriate major for:

- students seeking a general liberal arts education, with a particular focus on communication issues
- students preparing for careers in many different fields involving communication skills (for example, law, business management, sales, public relations, human resources, corporate communication, consulting, media-related fields, or politics)
- students preparing for graduate work in areas such as communication, media studies, public policy, or public health
- students preparing for advanced study in law, medicine, business, or human resources

For the Degree of Bachelor of Arts in Liberal Arts and Sciences
Major in Communication
E-mail: communication@illinois.edu

Minimum required major course work equates to a minimum of 37 hours of Communication courses.

General education: Students must complete the Campus General Education (https://courses.illinois.edu) requirements including the campus general education language requirement.

At least 15 hours of the required 37 hours in Communication must be at the 300 level or above.

Twelve hours of 300- or 400-level courses in the major must be taken on this campus.

Minimum hours required for graduation: 120 hours

Departmental distinction: Superior students are encouraged to consult the departmental honors adviser about requirements and opportunities for participation in the departmental honors program.

Minor in Communication
E-mail: communication@illinois.edu

The undergraduate minor in Communication is designed for students who wish to obtain a deeper understanding of communication processes and how they influence social, cultural, and political processes. It is appropriate for students majoring in a variety of disciplines in the social sciences or humanities and for students in professionally-oriented programs.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>CMN 101</td>
<td>Public Speaking ¹</td>
<td>3</td>
</tr>
<tr>
<td>or CMN 112</td>
<td>Oral &amp; Written Comm II</td>
<td></td>
</tr>
<tr>
<td>CMN 102</td>
<td>Intro to Comm Theory &amp; Res</td>
<td>4</td>
</tr>
</tbody>
</table>

¹ CMN 111 is a prerequisite for CMN 112. Credit in CMN 111 will not count towards the minimum of 37 hours of Communication courses required for the major.
At least one course from each of two areas of specialization within the Department of Communication (Communication and Culture, Communication and Health, Communication and Organizations, Interpersonal Communication, Mediated Communication and Technology, and Rhetoric and Public Communication). These courses must be numbered at the 200-level or above. A list of courses is available from the Communication undergraduate advisor.

Additional hours in Communication. These courses must be numbered at the 200-level or above.

Total Hours 19

1 **CMN 111 is a prerequisite for CMN 112. Credit in CMN 111 will not count towards the 19 hours of Communication courses required for the minor.**

At least 6 hours must be at the 300-level or 400-level.

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

**Courses**

**CMN 101** Public Speaking **credit: 3 Hours.**
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. Credit is not given for both CMN 101 and either CMN 111 or CMN 112.

**CMN 102** Intro to Comm Theory & Res **credit: 4 Hours.**
Survey of the questions probed, the methods employed, and the current status of knowledge in the study of communication. This course satisfies the General Education Criteria for: Social Beh Sci - Beh Sci

**CMN 111** Oral & Written Comm I **credit: 3 Hours.**
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. 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 cannot be taken by students who have completed the campus Composition I general education requirement. This course satisfies the General Education Criteria for: Composition I

**CMN 112** Oral & Written Comm II **credit: 3 Hours.**
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 191** Freshman Honors Tutorial **credit: 1 to 3 Hours.**
Study of selected topics on an individually arranged basis. Open only to Chancellors Scholars, Cohn Scholars and James Scholars. May be repeated one time. Prerequisite: Consent of departmental honors advisor.

**CMN 199** Undergraduate Open Seminar **credit: 0 to 5 Hours.**
May be repeated to a maximum of 6 hours.

**CMN 204** Internship in Teaching Comm **credit: 3 Hours.**
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 Comm in Everyday Life **credit: 3 Hours.**
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 Communication **credit: 3 Hours.**
Focus on relevant theory and research on communication strategies and skills vital to diverse business 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.**
Considers major theories, research questions, and approaches to organizational communication.

**CMN 213** Small Group Communication **credit: 3 Hours.**
Considers major theories, processes, and practical measures contributing to effective communication in small group and team contexts. Credit is not given for CMN 113 and CMN 213.

**CMN 215** Interviewing Principles & Practices **credit: 3 Hours.**
Provides a survey of communication-based interviewing theories and practices. Students will learn theoretical and practical principles related to major types of interviews, the ethics and legalities of interviewing, and apply this knowledge through repeated practice, as both an interviewer and interviewee, leading to competency in employment, informational, and persuasive scenarios. 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.**
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** Intro to Interpersonal Comm **credit: 3 Hours.**
Study of communication theory and its application to interpersonal relationships; extensive discussion of problems of conflict and misunderstanding in personal affairs to facilitate the development of knowledge, insights, and skills in the processes of face-to-face interaction. This course satisfies the General Education Criteria for: Social Beh Sci - Soc Sci
CMN 231  Communication and Conflict  credit: 3 Hours.
Examines how people experience and manage conflict in both private and public settings. Units focus on conflict in interpersonal, small group, and organizational contexts. This course satisfies the General Education Criteria for:
Social Beh Sci - Beh Sci

CMN 232  Intro to Intercultural Comm  credit: 3 Hours.
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

CMN 250  Social Movement Communication  credit: 3 Hours.
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, mobilization, 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.
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

CMN 275  Media, Money and Power  credit: 3 Hours.
Describes the political economy of the media in the U.S. Acquaints students with a core understanding of how the media system operates, and with what effects, in a capitalist society. Examines the role of advertising, public relations, corporate concentration, and government regulation upon news reporting, entertainment, culture, and participatory democracy. Also examines issues related to the Internet, globalization, and public broadcasting. This course satisfies the General Education Criteria for:
Humanities - Hist Phil

CMN 277  Intro to Mediated Comm  credit: 4 Hours.
Survey of the history, structure, forms, and social effects of the American mass media. This course satisfies the General Education Criteria for:
Social Beh Sci - Soc Sci

CMN 280  Comm Technology & Society  credit: 3 Hours.
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.
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 310  The Rhetorical Tradition  credit: 3 Hours.
Survey of major trends in the development of rhetorical theory from Homer to the present.

CMN 312  Communicating for Innovation  credit: 3 Hours.
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 320  Comm Controversy Public Policy  credit: 3 Hours.
Examines how public policy shapes American life, by providing an advanced analysis of the controversies, discourses and effects of public policy with a focus on sustainability issues. Explores the American landscape, energy sources, environment, food systems, political process, and government lobbying rules and reform. Provides in-depth analysis of the definitions and histories of public policy and the tensions between public and private spheres that shape it. Develops a fundamental understanding of public versus private spheres; analyzes and critiques how public policy shapes American historical and cultural landscapes; increases skillfulness in oral and written analysis of controversies, institutions, political and economic power brokers, and social norms. Prerequisite: CMN 220 or consent of instructor.

CMN 321  Strategies of Persuasion  credit: 3 Hours.
Studies of powerful instances of public persuasion; students examine key means of public influence.

CMN 323  Argumentation  credit: 3 Hours.
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.
Same as MACS 322 and PS 312. See PS 312.

CMN 326  Mass Media and the Audience  credit: 3 Hours.
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 336  Family Communication  credit: 3 Hours.
Examines the nature and functions of communication in various family configurations (e.g. nuclear families, single-parent families, stepfamilies); discusses both problematic interaction patterns and links between family interaction and strong families.

CMN 338  Relationships and Technologies  credit: 3 Hours.
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.
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.
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 354  Freedom of Speech  credit: 3 Hours.
Examination of the nature and variety of responses to value questions concerning communication, includes a survey of the evolution of and current controversies in freedom of speech.

CMN 357  Intro to Conversation Analysis  credit: 3 Hours.
Same as LING 357. See LING 357.

CMN 361  Storytelling as Oral Communication  credit: 3 Hours.
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 362  Folklore as Communication  credit: 3 Hours.
Study of unofficial, noncommercial and face-to-face modes of communication, called "folklore" or "vernacular culture." For purposes of this course, "folklore" includes speech, stories, legends, sayings, proverbs, customs, rituals and performances. Students will be asked to develop and use a variety of cultural description and documentation skills. The goal is to give students a strong sense of variety, persistence, and flexibility of traditional culture as it lives in the present, and practice in recording it, writing about it, and analyzing it.

CMN 368  Sexual Communication  credit: 3 Hours.
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 370  Political Economy of Communication  credit: 3 Hours.
Addresses significant contemporary social issues from the perspective of the political economy of communication. Issues may include, but are not limited to, the influence of money on political communication, the role of the media in American attitudes toward racial inequalities, or the politics of science reporting. This course will feature a number of recent books on social problems in the United States that have a communication twist. Class-time will be focused on discussing the books. Prerequisite: Junior or senior standing required.

CMN 375  Popular Media and Culture  credit: 3 Hours.
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 377  Propaganda and Modern Society  credit: 3 Hours.
Traces the social, economic, and political underpinnings of propaganda and public relations. Examines the rise of corporate propaganda in the early 20th century and explores how these strategies were adapted by a wide range of social and political actors. The second part of the course discusses the above issues from contemporary perspectives. The role of WWI, WWII, and the more recent Iraqi war, in solidifying the role of government and commercial propaganda in society and the frequently blurry distinctions between government propaganda and commercial public relations will also be discussed. The relationship between propaganda, PR and the mass media will constitute a constant site of inquiry. This course focuses on theory, especially critical theory.

CMN 390  Individual Study  credit: 1 to 3 Hours.
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.
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.
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.
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.
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 413  Adv Small Group Communication  credit: 3 or 4 Hours.
Advanced study of theory, research, techniques, and training methods in interviewing and group discussion; emphasis on empirical research findings concerning communication processes in face-to-face groups. 3 undergraduate hours. 4 graduate hours.
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMN 415</td>
<td>Classical Rhetorics</td>
<td>3 or 4 Hours</td>
<td>Survey of the contributions to the theory and practice of rhetoric from Homer to the Renaissance. Same as CLCV 415 and MDVL 415. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 416</td>
<td>Early Modern Rhetorics</td>
<td>3 or 4 Hours</td>
<td>Significant developments in European rhetorical theory from 1500 to the 20th Century. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 417</td>
<td>Contemporary Rhetorics</td>
<td>3 or 4 Hours</td>
<td>Major contributors to rhetorical theory from I.A. Richards to the present. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 421</td>
<td>Persuasion Theory &amp; Research</td>
<td>3 or 4 Hours</td>
<td>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.</td>
</tr>
<tr>
<td>CMN 423</td>
<td>Rhetorical Criticism</td>
<td>3 or 4 Hours</td>
<td>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.</td>
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<tr>
<td>CMN 424</td>
<td>Campaigning to Win</td>
<td>3 or 4 Hours</td>
<td>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.</td>
</tr>
<tr>
<td>CMN 427</td>
<td>Children and the Media</td>
<td>3 or 4 Hours</td>
<td>Examines the role of the mass media in the lives of children. Focuses on how developmental differences influence how children process and respond to the media. Topics include media violence, media advertising, stereotypes in the media, and educational content. 3 undergraduate hours. 4 graduate hours.</td>
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<tr>
<td>CMN 429</td>
<td>Race and the Mass Media</td>
<td>3 or 4 Hours</td>
<td>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.</td>
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<tr>
<td>CMN 432</td>
<td>Gender and Language</td>
<td>3 or 4 Hours</td>
<td>Study of actual and perceived differences and similarities in the use of language by women and by men; emphasizes the social contexts of speech. Same as GWS 432, and LING 432. 3 undergraduate hours. 4 graduate hours.</td>
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<tr>
<td>CMN 435</td>
<td>Adv Interpersonal Comm</td>
<td>3 or 4 Hours</td>
<td>Study of the major processes involved in an individual’s adjustment to the communication situations of everyday life; emphasis on the development of interpersonal competency and orientations, social perception, interpersonal sentiment and hostility, trust, and the social context as factors influencing the understanding and evaluation of interpersonal messages. 3 undergraduate hours. 4 graduate hours. Prerequisite: CMN 230 or consent of instructor.</td>
</tr>
<tr>
<td>CMN 437</td>
<td>Comm in Personal Relationships</td>
<td>3 or 4 Hours</td>
<td>Examines theories of communication within personal relationships, including family, friendship, and romantic associations. Specific topics include relationship development, conflict, power, self-disclosure, and relational uncertainty. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 450</td>
<td>Adv Topics in Public Discourse</td>
<td>3 or 4 Hours</td>
<td>Study of selected periods and genres of public discourse in historical context, including British, American, French, Russian, German, Chinese, and Japanese. 3 undergraduate hours. 4 graduate hours. May be repeated as topics vary to a maximum of 12 undergraduate hours or 16 graduate hours. Prerequisite: One course in rhetorical criticism or consent of instructor.</td>
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<tr>
<td>CMN 462</td>
<td>Interpersonal Health Comm</td>
<td>3 or 4 Hours</td>
<td>Examines the role of communication in the management of mental and physical health. Focuses on topics such as communication and illness identity, health and interpersonal relationships, health care provider-patient interactions, impacts of technology on health communication, and health education and prevention efforts. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 463</td>
<td>Organizational Health Comm</td>
<td>3 or 4 Hours</td>
<td>Focuses on organizational issues shaping communication between providers, patients, and consumers of health care and information, including background on financing personal medical services; organizations, professions, and their interrelationships involved in providing medical services; theorizing communication and organization in personal medical services; and communication between organizations and the public on health issues. Topics include managed care, professional communication, the hospital as a unique communication site, ethics in health communication, direct-to-consumer drug advertising, and health crisis communication. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 464</td>
<td>Health Communication Campaigns</td>
<td>3 or 4 Hours</td>
<td>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.</td>
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<tr>
<td>CMN 465</td>
<td>Social Marketing Health&amp;Behav</td>
<td>3 or 4 Hours</td>
<td>Applies marketing concepts and practices to bring about behavior change for a social good. Social marketing is an approach to planning and implementing projects and programs that emphasizes a customer-centered mindset to learn what people want and need to change their behavior. Designed to give students a thorough orientation to the discipline of social marketing and its application to a range of problems with an emphasis on issues in health contexts. Topics will include audience research, segmentation strategies, communication channels, marketing mix, and the application of behavioral theory. Students will acquire practical skills in the design, implementation, and evaluation of health intervention initiatives that use social marketing. Same as CHLH 465. 3 undergraduate hours. 4 graduate hours.</td>
</tr>
<tr>
<td>CMN 467</td>
<td>Communication &amp; Health Equity</td>
<td>3 or 4 Hours</td>
<td>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.</td>
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Information listed in this catalog is current as of 04/2018
CMN 476  Commercialism and the Public  credit: 3 or 4 Hours.
Explores the influences of advertising and commercialism and their role in defining our political culture, social institutions, and personal lives. Through readings, written reflection, visual presentations, and class discussions, the course explores a wide range of advertising and consumer issues and discusses how consumers negotiate these forces. The first part of the course is devoted to a historical overview; discussing the risk and evolving nature of advertising throughout the 20th century. Having established a historical framework, the course offers six contemporary topics to be discussed in the remainder of the semester. Topics may include, but not be limited to: the commercial mass media; the public relations industry; gender in advertising; commercialization of childhood; the commercialization of medicine and science; contemporary consumer society; advertising in schools; and food, advertising, and body image. 3 undergraduate hours. 4 graduate hours.

CMN 491  Honors Individual Study  credit: 2 Hours.
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.
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.
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.