

COMMUNICATION (COM)

COM2053 INTRODUCTION TO SPEECH COMMUNICATION AND CIVIC ENGAGEMENT (3.00 Credits)

This course is designed to help students utilize communication strategies such as interpersonal communication, small/large group communication, verbal/nonverbal communication, public communication, and civic engagement. Topics include: audience analysis, speech anxiety, critical listening, preparation and delivery of informative and persuasive public speeches in various cultural contexts with emphasis on academic and scholarly research. Students will fundamental training and practical experience for researching, organizing, and delivering speeches in public situations. Additionally, students will recognize the need for civic engagement from one on one engagement to engagement across the vast spectrum of our rapidly changing global society.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

COM2336 COMPUTER MEDIATED COMMUNICATION (3.00 Credits)

Course focuses on the organization, structure and function, and social aspects of digital communication. It will introduce principles, techniques, and methods of electronic/computer mediated communication, journalism, story-telling, and copywriting. The course will also instruct students how to more effectively balance issues with computer mediated communication with face to face encounters - exploring issues related to globalization, information richness, cultural issues in computer mediation communication, as well as issues of surveillance and privacy.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

COM2370 NEW MEDIA COMMUNICATION APPLICATIONS I (3.00 Credits)

Course examines current trends and issues such as social commerce, digital marketing and influencing in new media communication while also equipping students with the skills necessary to use various digital applications for internal and external communication strategies and content-delivery. The course explores transformations inherent in the digital domain and the associated social and cultural ramifications for new media communication leadership/management.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

COM2371 NEW MEDIA COMMUNICATION APPLICATIONS II (3.00 Credits)

Course examines and identifies various theories and best practices related to organizational and network communication solutions while also introducing students to appropriate transmedia platforms and strategies in view of the creation of digitally/new media-based branding messages.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

Complete all the courses in the following option:

- Prerequisite: COM2370 (minimum grade: C)

COM2372 NEW MEDIA COMMUNICATION FOR BUSINESS (3.00 Credits)

A theoretical and practical course designed to meet the needs of the business and professional community. Students will learn how organizations engage with the challenges that result from the emergence of new media communication technologies and platforms. The course introduces students to processes by which organizations develop their corporate strategies, business plans, marketing and production operations as they respond to radical changes in new media communication technology.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

COM2412 COMMUNICATION METHODS AND CULTURE (3.00 Credits)

This course explores the fascinating relationship between communication and culture as well as the development of systems and methods of research of/for new media delivery. It focuses on how culture affects communication processes, allows students to develop their intercultural communication skills and increases students' sensitivity to other cultures while teaching students introductory concepts related to communication research design, methods, data collection, and analysis.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

Complete all the courses in the following option:

- Prerequisite: STA2023 (minimum grade: C)

COM2941 NEW MEDIA COMMUNICATION INTERNSHIP (3.00 Credits)

This course functions as the capstone for the AS in New Media Communication. Internship with appropriate business applying knowledge and skills related to new media communication.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

Complete all the courses in the following option:

- Prerequisite: COM2371 (minimum grade: C)