

# CMT - COMMUNICATIONS

## **CMT 1000 Principles of Human Communication (GE) (3 Units)**

A survey of the human communication process. Emphasis is placed on intrapersonal, interpersonal, and public communication. Particular attention is paid to the preparation and presentation of speeches.

## **CMT 1010 Foundations in Communication (GE) (3 Units)**

An introduction to the theory and practice of the human communication process, with an emphasis on public speaking. This course will also introduce students to interpersonal and group communication, public speaking, gender communication, and nonverbal communication.

## **CMT 1090 Elements of Interpersonal Communication (3 Units)**

Focuses on the social scientific study of dyadic (two-person) communication. Opportunities are given to integrate theory and practice in an effort to stimulate self-awareness and highlight taken-for granted aspects of interpersonal communicative behavior.

## **CMT 2000 Media and Society (3 Units)**

An introduction to mass media, social media and digital communication with a focus on how messages are constructed and disseminated. Emphasis is placed on cultivating media literacy skills from a Christian perspective.

## **CMT 2020 Small Group Communication (3 Units)**

Analysis of the communicative behavior of group members. Theory, methods, and practical application in developing the art of communicating effectively in a variety of task-oriented groups.

## **CMT 2050 Communication and Culture (3 Units)**

A study of intercultural principles, processes, and topics including: verbal and nonverbal communication, perception, cultural values and expectations, and media impact. Emphasis will be placed on the role of cultural biases (stereotyping, racism, ethnocentrism) in disrupting the development of intercultural competence and students will develop strategies for navigating these biases in communication interactions. Students will cultivate an increased awareness, understanding, and appreciation of other cultures.

## **CMT 2065 Investigating Communication (3 Units)**

This course introduces students to disciplinary expectations for research in communication, including source evaluation and citation, and equips them to review literature, evaluate theories, select methods, and propose ethical research in communication from qualitative and quantitative perspectives.

## **CMT 3030 Persuasion (3 Units)**

Study of the social scientific theory and practice of persuasion. Persuasion is situated within the broader notion of influence. Topics include persuasion tactics, audience analysis and research, and modern advertising practices.

## **CMT 3040 Organizational Communication (3 Units)**

A study of traditional, modern, and post-modern approaches to organizational communication as well as its functions, forms, and consequences. Provides a theoretical overview of management theory and gives practical insights for communicating in a variety of organizations.

## **CMT 3045 Communicating Leadership (3 Units)**

An examination of contemporary theories and research related to the communication of leadership in organizational settings, including ethical leadership and followership, organizational culture, the nature of power, vision, and creativity in leadership.

## **CMT 3080 Strategic Communication (3 Units)**

Provides students foundational skills of public relations, advertising, targeted messaging, and organizational communication in different media environments.

## **CMT 3090 Public Relations (3 Units)**

An introduction to the theory and practice of public relations. This includes public relations roles, publics, research, media relations, special events, and an introduction to cases and campaigns of public relations. This course considers the process of public information dissemination in business, educational, and nonprofit organizational settings.

## **CMT 4000 Digital Communication (3 Units)**

The study of digital communication principles, emerging trends in mediated contexts and effective messaging strategies for advertising, public relations, branding, digital promotions, and transmedia.

## **CMT 4021 Communication Internship (3 Units)**

Participation in an internship supervised by departmental faculty. May be repeated up to a total of six (6) units. Credit/No Credit.

**Prerequisite(s):** Junior or Senior standing.

"C" designation is for California Internships. "E" designation is for Out of State Internships.

## **CMT 4040 Advanced Strategic Communication (3 Units)**

Provides senior-level planning, execution, and assessment of a communication program or campaign for an internal or external audience. Participants will develop a portfolio suitable for a prospective employer.

**Prerequisite(s):** CMT 3080