

cal/cultural/personal gender biases and how those biases affect communication with others. *Prerequisites: Speech Communication 220. Offered alternate spring terms.*

**351 Persuasion (3)**

A study of persuasive strategies for the purpose of becoming more enlightened recipients and skillful creators of persuasive messages and campaigns (in advertising, politics, and interpersonal and group interaction).

**385 Communication Research (4)**

An introduction to quantitative and qualitative research methods used in communication studies and encountered by communication practitioners. Students will be involved in defining research problems, data gathering, analysis, evaluation, and reaching conclusions. Students who successfully complete this course will be able to develop research projects typical of the communication discipline, critique the research of others, and explain findings to both professional and lay audiences. *Prerequisite: Sociology 109. Offered spring term.*

**424 Communication Theory (3)**

A focus on current theoretical perspectives on human communication, including social cognitive systems, social exchange, social interactionism, interpretive, and sociocultural (including conversation analysis and communication ethnography) approaches. The relationship between philosophy, theory, and methodology is explored for these major views on communication. *Prerequisite: Speech Communication 220, 385. Offered alternate fall terms.*

**426, 427 Competitive Speech Management I & II (0-1) (0-1)**

Students learn issues in the development and operation of a competitive speech team, including budgeting, group travel arrangements, competitive speech judging, and competitive speech tournament management. Students in this course function as assistant coaches for the competitive speech team. *Communication Studies 326 and 327 recommended.*

**435 Rhetorical Theory and Criticism (3)**

A course providing an historical framework for current perspective on communication through the exploration of classical and contemporary rhetorical theory. Students then apply this theoretical foundation to the criticism of rhetorical acts. Both the nature and strategies of rhetoric and criticism are explored. *Prerequisite: Speech Communication 351 or permission. Offered alternate fall terms.*

## **Cooperative Education (CED)**

Cooperative Education is a process of education which expands student learning beyond the classroom. Commonly referred to as internship, this on-site learning is planned and supervised work which relates to a student's major field of study.

**202 Career Education (2)**

An emphasis on career education for students in the middle grades. *(Pass/Fail)*

**205 Introduction to Field Experience (0)**

A preparation for the field experience that is concerned with career research, job seeking skills, and Doane's Internship Program requirements. *This course or permission by the Director of Career Development is a prerequisite for off-campus Cooperative Education 351, Accounting 421, Business 421, Mass Communication 421, Economics 421, German 421, Information Science and Technology 421, International Studies 421, Interterm 421, Physical Education 421, Political Science 421, Psychology 355, Psychology 421, Sociology 355, and Sociology 421. A student may take this course only once. (Pass/Fail)*

**251 Orientation Leaders (0-1)**

Orientation Leaders assist in the facilitation of an extended orientation program for new students. Orientation Leaders develop their communication skills and leadership abilities in helping new students make a smooth transition to college life and Doane. Orientation Leaders are assigned to small groups of new students and serve as advisers and resource people throughout the year. Commitments include training, fall/interterm/spring orientation and Orientation Leader selection. *Prerequisite: Permission by selection. (Pass/Fail)*

**351 Internship Experience (0-12)**

A supervised, practical on-the-job experience in a firm or agency. *Prerequisite: Cooperative Education 205, permission from Career Development Office and faculty sponsor, and at least a 2.0 cumulative grade point average. (Pass/Fail)*

## **Economics**

*(See pages 101, 109.)*