

**494 Senior Seminar in Marketing (3)**

With the guidance of a faculty member, students will develop a research or experiential project which will demonstrate the knowledge and skills expected upon completion of the major. Satisfactory completion of this project, including a written and oral presentation, will demonstrate a solid understanding of the major, as well as the confidence and skills to work with existing and emerging aspects of the professional field, to do independent research and effective problem solving, and to communicate effectively. The primary focus of the seminar will be in the area of marketing. *Prerequisite: Business 215, Interdisciplinary Studies 206, senior standing, and permission.*

**495 Senior Seminar in General Business (3)**

With the guidance of a faculty member, students will develop a research or experiential project which will demonstrate the knowledge and skills expected upon completion of the major. Satisfactory completion of this project, including a written and oral presentation, will demonstrate a solid understanding of the major, as well as the confidence and skills to work with existing and emerging aspects of the professional field, to do independent research and effective problem solving, and to communicate effectively. The primary focus of the seminar will be in the area of general business. *Prerequisite: Business 215, Interdisciplinary Studies 206, senior standing, and permission.*

**496 Strategic Management (3)**

A focus on the development, implementation, and ongoing analysis of corporate strategy. Students learn the principles and framework of strategy formation and apply these to various simulated business situations. This course uses a case-study approach to present “real world” business situations for students to examine. These situations are analyzed from a top management perspective, and students will determine the impact of business decisions at all organizational levels on the overall operation of the firm. In addition to expanding discipline specific knowledge, students’ analytical skills and written/oral communication skills will be enhanced. *Prerequisite: Senior standing, Business 315, or permission.*

**497 Business and Professional Ethics (3)**

An integration of the student’s experience by focusing on the ethical implications of business policies. Using the case study method, students are exposed to business issues and practice the use of leadership skills to make and implement decisions considered to be ethically troublesome to managers of businesses. *Prerequisite: Business 226, 242, 251, and senior standing.*

## **Communication Studies**

### **MASS COMMUNICATION (CMM)**

**113 Basic Newswriting and Reporting (3)**

An introduction to journalistic writing, including news values and sources, and problems and issues in news reporting. The student who successfully completes this course will have developed interviewing, note taking and writing skills, especially for print media. *(Cross-referenced with English 113.)*

**206 Introduction to Film Studies (3)**

A study of the evolution and development of cinematic forms and styles. The relationship of film art to historical context, cultural trends, and technical innovations are examined. The student who successfully completes this course will be able to speak and write knowledgeably about film history, technique and style, using standard film criticism vocabulary, and will be able to draw upon personal experience of film viewing to make critical comparisons and contrast useful in future film experience.

**320 Public Relations (3)**

A course providing a basic understanding of public relations processes, practices and effects, focusing on public relations as a career. It also provides an understanding of how public relations decisions affect various occupations in an increasingly technological and intercultural environment. The course reviews key social science concepts, such as public opinion, persuasion, and systems theory, and the ethical, analytic, and strategic approaches used by public relations professionals. Students completing this course will be able to describe the history and theories of public relations, use the basic vocabulary of the public relations practitioner, and recognize and discuss public relations as used by institutions, business, politics, government, and other organizations. They will also be able to develop writing skills for public relations tactics, use critical thinking to identify organizational problems, to offer appropriate public relations suggestions for their solution, and to identify the ethical implications of public relations practices.

**SPEECH COMMUNICATION (CMS)**

**105 Fundamentals of Communication (3)**

An introduction to basic concepts in communication, focusing upon the development of speaking, listening, and critical thinking skills necessary for effective communication. Students completing this course will begin developing communicative competency in public speaking and in interpersonal, small group, organizational, public, and mass communication contexts.

**112 Small Group Communication (3)**

A practical course in the theory and practice of small-group problem solving. Small-group processes and procedures are examined and practiced. Students focus on leadership which fosters effective teamwork by a group and how effective leaders adapt to the competencies and needs of their members as well as the situations within which they work.

**210 Public Speaking (3)**

A course focusing on the development of effective public speaking skills. Students completing this course will understand and be able to apply public speaking knowledge, including audience analysis, exigency analysis, research and critical analysis of content, organization of content in appropriate formats, presentational skills, and the linguistic requirements of effective public speaking. These skills will be demonstrated through several speech presentations, including informative, persuasive, interpretive, and other styles. *Offered fall term.*

**216 Introduction to Organizational Communication (3)**

A course that begins the study of organizational communication by examining the theory and practice of communication in public and private organizations, including related elements of interpersonal, interviewing, small group, mass, and public address communication. Students completing the course will begin to understand the relationship between organizational structure and the dialectic action of those affecting the structure, including symbolic forms and socialization (i.e., ritual, storytelling), power and leadership, conflict, decision making, and organizational culture.

**220 Interpersonal Communication (3)**

A focus upon the nature and influence of communicative behavior in close, personal relationships. Interpersonal communication structure and processes are explored as they relate to the development and maintenance of identities, friendships, romance, and family relationships.

**296 Organizational Communication Practicum (1)**

Supervised work experience on a campus or community organizational communication project. The student gains practical hands-on experience and develops a sense of professionalism. *(Pass/Fail)*

**301 Global Network Communication (3)**

An examination of the research, educational, social, and business applications of the Internet and World Wide Web. Students explore virtual environments and master search strategies and online information retrieval; plan, design, and maintain personal web sites; and develop and implement a plan for marketing a product or service on the Internet. *Prerequisite: Computer Systems Applications 109, or competence.*

**316 Business and Professional Communication (3)**

An exploration of the communication process in organizations and institutions. The course includes study and practice in interpersonal, small group, and public communicative situations as those typically encountered in the workplace. *Prerequisite: Speech Communication 105 or permission.*

**321 Intercultural Communication (3)**

Communication between cultures in the interpersonal and organizational context. Differences in communication behaviors due to nationality, ethnicity, and social status are explored. Students study their own cultures, as well as the cultures of others, to develop greater awareness of patterns of thinking, beliefs, assumptions, values, and cultural norms which influence communicative (verbal, nonverbal, and listening) behaviors. **This course fulfills the Cultural Perspectives requirement of the Doane Plan.**

**323 Training and Development (3)**

A course providing the knowledge and skills necessary to be effective as a trainer in the workplace. The leadership role of the trainer in the organizational socialization process is explored. Units on needs analysis, program design and training strategies, and program evaluation are included. *Prerequisite: Sociology 285 or permission.*

**334 Interviewing and Investigation (3)**

A study of the strategies used to gain information from individuals, businesses, government agencies, and health care organizations. The principles applicable to all interviewing situations will be examined, as well as the various techniques and approaches used. Students will develop skills for structuring, planning, and conducting an effective interview and for accurately analyzing and recording the information gained.

**336 Applied Organizational Communication (3)**

An advanced course in organizational communication and its application to real-life enterprises. Study will include examination of actual cases involving media and public relations in PR firms, corporate communication departments, government agencies, political organizations and non-profit environments. Upon completion of this course, students will understand the nature of organizational culture, methods of organizational socialization, communication needs analysis, and preparing and implementing programs of organizational change. They should be able to critically analyze organizational communication approaches to social, managerial, environmental, and other issues, and project possible ramifications or outcomes of various communication approaches in a variety of contexts. *Prerequisite: Speech Communication 216.*

**342 Leadership Communication (3)**

A course which examines historical and contemporary theories of leadership, explores the uses, abuses and meaning of power in leadership situations and relationships, develops an understanding of the role of communication in facilitating or hindering leadership, identifies the tensions between individuals and communities in a variety of contexts, and applies conflict management principles to those tensions. Students successfully completing this course will become aware of their own leadership styles, develop the ability to improve communication in conflict situations, develop collaborative skills, synthesize information from a variety of sources, and apply that information to ethically improving leadership in contextually appropriate ways.

**348 Gender Communication (3)**

A course surveying writings and research in human communication in order to answer the question "Are there differences in the ways men and women communicate and, if so, what effects do those differences have on relationships?" Students completing this course will become familiar with the research and theories regarding same-gender and cross-gender communication, will increase sensitivity to the effects and functions of communication within human relationships, and will become more aware of their historical/cultural/personal gender biases and how those biases affect communication with others. *Prerequisite: Speech Communication 220.*

**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).

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## **Computer Systems Applications (CSA)**

### **090 Introduction to Computer Systems (1)**

A course designed to bring students who are weak in computer skills to a competency level to allow for success in college-level computer courses. Students learn to use and navigate through current operating systems, utilize laser and dot-matrix printers, load software, operate CD-ROMS, and develop a working understanding of computer terminology. **Does not apply to minimum degree requirements. (Pass/Fail)**

*NOTE: All students in the Lincoln program must demonstrate adequate basic knowledge of the computer and basic keyboarding skills before enrolling in any computer systems course numbered above 090. This requirement may be met in one of the following ways:*

1. By passing Doane's Basic Computer Skills Tests.
2. By completing Computer Systems Applications 090 with a grade of "P" (Pass).

### **101 Introduction to Word Processing (1)**

An introduction to the microcomputer. Students learn to use a word processing applications program as a writing tool to create, revise, save and print documents. *(Pass/Fail)*

### **102 Introduction to Spreadsheets (1)**

A course wherein students learn to develop and use an electronic spreadsheet applications program, manipulating numerical data in tabular format for a variety of business applications. *Prerequisite: Computer Systems Applications 101, or permission. (Pass/Fail)*

### **103 Introduction to Database Software (1)**

A course which develops an understanding of how information may be stored and manipulated on a microcomputer with the use of a database applications program. Through hands-on experience, students learn how to organize, enter, manipulate, extract and create reports based on various kinds of data. *Prerequisite: Computer Systems Applications 101, or permission. (Pass/Fail)*