

COMM 101 Section 001

Intro To Public Communication

Catalog Course Description

Basic principles and practices of oral communication. Required of all freshmen. This course introduces the theory and practice of communication in public contexts including individual, small group, and interpersonal practices.

Faculty Information

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Department: Communication

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Course Learning Objectives

This course meets the approved foundational studies learning objectives for the Communication category.

1. Demonstrate the ability to create effective messages appropriate to diverse audiences, purposes, and media use. 2. Apply ethical perspectives to communication practices. 3. Demonstrate ability to accomplish communication goals. 4. Demonstrate understanding of theories of meaning relevant to communication.

Required Textbooks and Materials

Communication Playbook- Vantage Access

By Gamble, Teri Kwal

Edition: 2

Publisher: SAGE CC

ISBN 13: 8220123078188

Graded Elements of the Course

Weekly Attendance In-Class Assignments, Weekly Assignments, Group Activates, Debates, Informative Speech, Persuasive Speech, Exam