COURSE DESCRIPTIONS

COM500 Strategic Communication Management - 3 credits
This course is designed to increase one's understanding of strategic communication management, as well as increase knowledge of the theory, research, and practice of organizational communication. This course explores contemporary organizations and the pervasiveness of communication in all aspects of organizational life. It emphasizes problem solving, decision-making, innovation, and customer service from a communication perspective. Professionals work together in class to develop solutions.

COM530 Interactive Media Management - 3 credits
This course explains how emerging communication technologies affect interpersonal and organizational communication. Students will work with different types of interactive media, while also researching and discussing issues related to cyberspace, virtual communities, collaborative teams, business on global networks, search engine optimization, search engine marketing, digital brand integration, Web analytics, blogs and podcasts, and wireless marketing.

COM570 Leadership Communication - 3 credits
This course emphasizes the communication processes of leadership with particular focus on assessing and researching leadership skills, strategic organizational planning, decision making, problem solving, mentoring employees, collaborative team management skills, cultivating a supportive work environment, change management, facilitation and meeting management skills, presentation skills and interviewing.

COM520 Media Strategies - 3 credits
This course presents a structured approach to understanding and managing internal and external communication processes. Topics addressed include media relations; research and creation of strategic public relations media plans; audience analysis, and media characteristics; media and marketing decisions; managing emerging communication technology functions and budgets. Special attention is given to the role of new media, as well as providing professionals with the knowledge and practical skills needed to communicate effectively and persuasively.

COM540 Communication Inquiry and Measurement - 3 credits
This course provides an overview of the application and interpretation of data in communications management. Topics include audience rating research, survey design and implementation, analysis of programs and campaigns, introduction to online analytics programs, formative evaluation, measuring integrated marketing communication, and secondary data sources.

COM545 Applied Communication Competencies - 3 credits
This course develops communication skills necessary for strategic communication management based on the results of the cohort skills assessment. The following competencies may be included: social media skills, advanced and technological presentation skills, web design, coaching, training, and interviewing.

PROGRAM OBJECTIVE
The Strategic Communication Management program is designed to foster strategic thinking and logical analysis focused on creating solutions to communication challenges. Students in this program will gain knowledge of emerging technologies, program measurement, conflict/crisis management, persuasion, intercultural communication effectiveness, industry innovation and leadership. The program is appropriate for professionals working in profit or nonprofit settings. It is well-suited to individuals with professional experience or career interests in corporate communications, public relations, operations management, strategic planning, communication consulting or other general management functions.

THE CONCORDIA ADVANTAGE
- Flexible – Online or blended program options
- Accelerated – Complete your program in 24 months or less
- Manageable – Attend class or online discussion just one night a week (always on the same night and time)
- Affordable – Competitively priced programs and convenient payment options
- Collaborative – Experience cohort-based learning with a small group of talented professionals who learn together for the duration of your program
COM550 Communication Strategies for Conflict Management - 3 credits
This course provides an overview of the nature and functions of communication in human conflict. Professionals develop communication skills, such as listening and collaboration, which are necessary for managing conflict productively in interpersonal, organizational and intercultural contexts. Professionals will gain an understanding of patterns, research and processes associated with conflict management styles, and civility. This course will also address how language, perception, gender communication, and generational differences and context influence the conflict process.

COM590 Crisis Communication Management - 3 credits
This course addresses the basic elements of crisis communication, procedures for developing a crisis communication plan, and strategies for reacting to crises when they occur. Professionals are trained to deal with the media in less-than-optimal situations, learn how to develop plans for different critical audiences, and research the most effective strategies for communicating the organizational message during a crisis. The course examines various types of crises that can occur in organizations.

COM560 Intercultural Communication - 3 credits
This course provides an overview of the major concepts, research, theories and models of intercultural communication, with an emphasis on using these ideas in applied contexts. Important topics addressed in this course include: worldviews, communication styles, skills development in intercultural arenas, societal influences on stereotyping, ethnocentrism and racism, cultural value orientations, nonverbal dimensions of communication, language interaction, gender communication, intracultural issues, stereotypes, intercultural transitions, and adaptation.

COM510 Persuasive Communication - 3 credits
This course is designed to provide professionals with an understanding of the principles and practices of persuasion, advocacy, and social marketing. Learners explore theories of persuasion that guide the preparation of ethical messages intended to gain compliance, increase advocacy, and change attitudes and behavior. Professionals research and learn key concepts and conceptual frameworks in social marketing such as how to segment, reach target audiences, and influence others in a socially responsible way. Preparation of an integrated communications plan for a “real world” problem is an integral part of this course. Professionals will also have an opportunity to develop presentation skills through in-class presentations.

COM 610 Corporate Responsibility and Ethical Communication - 3 credits
This course provides professionals with a clear understanding of the ethical theories and moral philosophies that relate to ethical decision making in a variety of communication contexts including: organizational, mediated, mass media, and interpersonal communication. The course will examine the components and hindrances of good ethical decision-making in communication. Professionals will learn how to think critically, gain sensitivity in using appropriate language, express their reasoning clearly both in written and verbal communication, and to research the role of communication in the creation of corporate culture. Through case studies, readings and visits from local executives during class, professionals are exposed to ethical issues that arise in communication and are required to argue and analyze the ethical dilemmas they will encounter in the working world. Learners will gain skills in assessing ethical risk to organizations in the public sphere and develop insights into their personal philosophies.

COM 695 Capstone - 3 credits
The capstone experience provides the professional with an opportunity to review and to use the skills acquired in the strategic communication management program. Two options are available: An applied thesis project and a comprehensive Electronic Portfolio. In both options students work one-on-one with their capstone director on applying skills and concepts. Research, analysis, strategic thinking, message shaping, and evaluation skills come together in the capstone. Students will receive ongoing guidance and feedback from their project director. Presentations are held at the end of the course to share learning with other students.

Course descriptions, fees and other information included in this form are subject to change. Please refer to the Academic Catalog on our website for more information on program requirements.