

COMMUNICATION STUDIES (CMS)

CMS-101 Introduction to Communication Studies (4 credits)

This course introduces students to concepts, theories, strategies, and technologies of the Communication Studies major in the Adult Evening & Online Program. Students will learn about different forms of communication, including cross-cultural, and analyze connections among language, narrative and identity. The course contains a strong careering component. Students will reflect on their prior learning and professional experiences in the context of Communication Studies major. Through interviews and research, they will explore professions, learn about career resources on and off campus, and begin portfolio and resume-building, and professional goal-setting.

Prerequisite(s): GEB-150 completed or concurrent registration. Other information Fall 2018: this class is offered fully online

CMS-170 Visual Literacies (4 credits)

This course will introduce students to the theory and practice of visual communication to help them become informed critics, consumers, and creators of graphic messages. Students will learn how to 1) identify and use elements of compelling layout; 2) employ sophisticated design software and web-based technology to prepare and deliver excellent presentations; 3) apply principles of effective design to create and deliver strong visual messages across a range of media platforms; and 4) analyze and create content and design for a variety of deliverables. Students also will have opportunities to incorporate research into visual projects and to build critical thinking skills through hands-on projects.

Prerequisite(s): GEB-150 completed or concurrent. Additional information: Spring 2018: This class will be offered fully online

CMS-200 Digital Storytelling (4 credits)

This course introduces students to the changing world of digital literature and film. Students learn how to apply theoretical frameworks from communication and the humanities to develop their own pieces of digital writing. Students will work in tandem with their communication ability course to develop their own pieces of digital writing.

Prerequisite(s): GEB-150 & LDR-150 completed or concurrent registration

CMS-220 Listening With Intention (4 credits)

In this course students will develop literacy in listening and in mindfulness strategies to support their academic, personal, and professional goals while strengthening wellness and sense of purpose. The course also explores audio production, including making samples, playlists, and field recordings. Students will reflect on and explain how mindfulness strategies may contribute to enhancing the success of listening experiences and/or audio productions.

Prerequisite(s): GEB-150 & LDR-150 completed.

CMS-225 Public and Online Speaking (4 credits)

In this online course, students learn strategies for effective public speaking face-to-face and online. Students learn how to research, prepare, organize, and deliver speeches for different purposes and audiences; engage in active listening; give and receive peer feedback; and assess their own and others' performance against Alverno's Criteria for Effective Speaking. In addition, students are introduced to and practice with various online tools for developing and using compelling and informative visual support. Students learn and practice with technology, such as Google docs voice typing, to write and record speeches for Internet use, and to speak online in real time using technology such as Zoom. Learning experiences may include mock interviews, podcasts, webcasts, vlogs, and video conferencing.

Prerequisite(s): GEB-150, LDR-150 completed. Other information Fall 2018: this class is offered fully online, GEEM-135 completed or concurrent registration

CMS-230 Emerging Technologies (4 credits)

In this course, students will explore communication theory and examine, learn and apply theories of communicating in existing and emerging technologies and will work in multiple platforms (handheld, tablets, and personal computers; and software—commercial and open source) to advance their ability to serve multiple constituencies. Production labs will focus on mobile Applications, data visualization, and open source software.

Prerequisite(s): GEB-150 and LDR-150 completed.

CMS-250 Writing for Change (4 credits)

In this project-based course, working independently and in small groups, students learn how to research and write purposeful documents to effect change in groups, organizations, and communities. Focusing on grant, proposal, and technical writing, students develop strong critical thinking skills as they collaborate in person and online to research, draft, revise, and present advocacy documents.

Prerequisite(s): GEB-150, LDR-150 & GEEM-135 completed.

CMS-264 Photography & Digital Imaging (4 credits)

In this elective course, students learn technical and aesthetic aspects of digital photography and imaging as well historical, social, political, environmental, and ethical aspects of photography and image manipulation.

Prerequisite(s): For Adult Evening & Online Students only. GEB-150 and LDR-150 completed.

CMS-265 Social Justice Photography (4 credits)

In this course, students examine the role of images in social movements and analyze their role in effecting change for social justice. Students learn technical and aesthetic aspects of digital photography and imaging while they explore historical, social, political, environmental, and ethical aspects of photography and image manipulation.

Prerequisite(s): GEB-150 & LDR-150 completed.

CMS-297 Independent Study (1-4 credits)

Independent Study

CMS-300 Writing for Professions (4 credits)

In this project-based online course, students work individually and in small groups via remote access to develop their professional voice as writers; to refine their ability to find, evaluate, select, and document resources; and to practice various genres of professional writing. Students will be introduced to a variety of writing genres used in the business and professional world. Assignments may vary from semester to semester. Genres are likely to include: . copy writing and/or content writing, two overlapping genres that are similar in terms of their basic theme, i.e., promote and educate. The elements that involve copy/content writing are advertisements, marketing and promotional materials, website write-ups, blogs, and writing for social media marketing, e.g., Twitter tweets, etc.). . proposals, reports, brand manifestos, business letters, and marketing campaigns. Students will work on process stages of writing, which will include sophisticated decision making about sentence structure, grammar, and punctuation, especially as these apply to writing for the web. In addition, students will intentionally produce work to be included in their professional portfolios.

Prerequisite(s): GECM-235 completed.

CMS-320 Media Studies (4 credits)

Media Studies engages students in a topical investigation of contemporary media, including perspectives from theory, research, and practice. Students develop media literacy and conceptualize creative approaches to media production and interpretation. The course includes an embedded hybrid lab that explores video.

Prerequisite(s): GEQL-160 completed or concurrent Additional information: Spring 2018: No class February 28

CMS-340 Influence & Advocacy (4 credits)

Concise communication, audience and message analysis, and persuasion are powerful tools as we advocate for ideas, ideals, communities, products, and services. Through an exploration and application of persuasive theories and frameworks, students focus upon analytical reading, scholarly writing, digital presentation skills, and digital advocacy via social media in local and global communities.

Prerequisite(s): GEB-150 completed. Other information Fall 2018: This class is offered fully online

CMS-360 Argumentation & Logic (4 credits)

Students learn how to produce logical conclusions through the systematic formalization of information and reason, as well as the principles of argumentation and debate. With a focus upon writing, public speaking, problem solving and innovation, the course examines digital logic and its applications, as well as research, policy analysis, evidentiary quality, issue framing and storytelling.

Prerequisite(s): GEB-150, LDR-150, GECM-235 & GEQL-160 completed.

CMS-400 Communicating Across Cultures (4 credits)

This short-term travel course to Costa Rica focuses on Sustainability. As you learn and apply models for effective Intercultural Communication and study the people, history, and culture of Costa Rica, you will experience first-hand Costa Rica's nation-wide focus on sustainable practices in rainforest preservation, food production, energy and marine resources, and much more.

Prerequisite(s): Additional information: Class meetings are Thursday 6-9 p.m. Class Dates: Jan 25, Feb 8, Mar 15 & Apr 19 Travel dates: May 20-29, 2018 Registration and Cost: \$150 deposit in the Business Office required before registration. Course fee/trip cost of approximately \$ 3,000 will be added to student tuition bill, \$500 confirmation cost of which is non-refundable after December 15, 2017. Entire course fee/ trip cost is non-refundable as of January 31, 2018, even if you drop the course itself and do not travel. Enrollment limited to 15 students. Students should also plan for an additional amount of \$ 50 for optional expenses and free time. The exact amount of this extra spending money is dependent on your own spending habits. Scanned Color Copy of Passport emailed to Judeen.Schulte@alverno.edu by February 20, 2018. If your passport is due to expire before May 1, 2018, you must renew your passport immediately. Contact the IIC if you need information about how to obtain, or renew, a passport. Important notes: –Attendance at on-campus classes is mandatory. –All travelers must be able to participate in physical activities such as hiking on rough terrain over a sustained period of time. –We are able to accommodate vegetarian diets; however, we may not be able to modify meals for other dietary restrictions. –Because travelers are in class during this trip, cell phones are restricted during excursions, lectures and group processing time except to take photos or make notes. –There are no single-occupancy options. Travelers will be sharing rooms with 1-5 others depending on the venue (hotel, cabana, B&B or student lodge)

CMS-499 Communication Studies Capstone (4 credits)

Students reflect upon and synthesize their learning in the Communication major. They refine personal and professional goals in order to assist their movement from undergraduate to graduate studies and/or to enhance their continued development as Communication professionals.