

COMMUNICATION COURSES

Teaching Credential Requirements: A Master's Degree in the discipline is preferred. A Bachelor's degree in the discipline, plus 5 years' experience teaching the specific course at the high school level, or 12 graduate-level credits in the discipline, may be considered. These credentials remain consistent throughout all disciplines unless the course is marked with the "Higher Teaching Credential" or "Additional Teaching Requirement" label.

DEPARTMENT OF COMMUNICATION, MARKETING, AND MEDIA ARTS

COMM 101 Fundamentals of Oral Communication

(3 Credits, Fall/Spring/Summer)

This survey course provides an introduction to human communication. Communication is the study and application of messages and meaning foundational to human interaction. Students are prepared to become effective and ethical communicators by learning to be critical users and producers of information and the importance of accommodating multiple perspectives and communication styles. Students use theory, concepts, processes, and communication practices in a variety of personal, academic, professional, and social situations. Emphases include perception, verbal and nonverbal messages, and listening in the contexts of public, interpersonal, mass, and small group communication. Concurrent enrollment in ENGL 101 is strongly recommended. *(This CWI course meets Idaho State Board of Education GEM competency requirements for GEM 2 - Oral Communication.)* (3 lecture hours, 0 lab hours, 3 credits)

COMM 112 Argumentation and Debate

(3 Credits, Fall/Spring)

This course introduces students to basic principles of argumentation and debate. Students learn to analyze, construct, and rebut arguments, advancing their critical thinking. Students will learn debate structure and theory while engaging in reasoned discourse. *(This CWI course meets Idaho State Board of Education GEM competency requirements for GEM 2 - Oral Communication.)* (3 lecture hours, 0 lab hours, 3 credits)

MRKT 125 Introduction to Marketing

(3 Credits, Fall)

This course introduces students to the fundamentals of national and international marketing concepts, business communication practices, consumer demand and behavior, and marketing functions. Students engage in situational analysis, market research techniques, and marketing communication strategies and apply them to an organizational marketing plan. *(3 lecture hours, 0 lab hours, 3 credits)*