
Communication

COMM 101 (1560) Public Speaking KSRN COM1010**

Prerequisite: None

Credit Hours: 3

A basic study of communication theory and its practical application at all levels: intrapersonal (understanding the self), interpersonal (one-to-one relationships and small group interaction), and public speaking. Students examine factors that influence the development of the self-concept and interpersonal relationships, participate in problem-solving panel discussions, deliver informative and persuasive speeches, and improve their critical listening and thinking skills.

COMM 103 (0635) Introduction to Advertising

Prerequisite: None

Credit Hours: 3

This course examines strategies, techniques, and principles behind effective advertising including planning, targeting, media selection and buying, strategy and design.

COMM 105 (0637) Introduction to Public Relations

Prerequisite: None

Credit Hours: 3

This course introduces students to the public relations industry from management and practitioner standpoints. It focuses on developing skills and knowledge required to be a successful public relations practitioner.

COMM 106 (0620) Introduction to Mass Media KRSN COM1030**

Prerequisite: None

Credit Hours: 3

This course is an introduction to different forms of mass media – newspaper, magazines, books, radio, recordings, television, motion pictures and others. It is designed to give students an understanding of the media's role in society today. The course will explore the histories of the different forms of media, the evolution of the media's role in society, problems with media today, possible solutions to those problems, current media practices, mass media theory, ethics, and the media and social problems. Students will be asked to keep abreast of the media and current events through reading newspapers, watching television, listening to the radio, surfing the web, and more.

COMM 110 (1563) Critical Thinking and Argumentation

Prerequisite: None

Credit Hours: 3

This course is an introduction to the basic theory of argument and persuasion. Students learn how to think in a clear and logical manner, analyze information critically, formulate persuasive arguments, and deliver those arguments effectively, both in oral and in written forms. Students learn how to make claims, provide evidence, explore underlying assumptions, and analyze counterpoints.

Computer Science

COMP 110 (0715) Computer Concepts and Applications KSRN CSC1010**

Credit Hours: 3

Prerequisite: Previous keyboarding skills or OTEC 101 Keyboarding or OTEC 102 College Keyboarding.

An introduction to the study of computer hardware and use of software including operating systems, Internet browser, word processing, spreadsheet, database, and presentation programs. Students need basic keyboarding skills to enroll in this course.

COMP 115 (0733) Spreadsheets (Microsoft Excel)

Prerequisite: Keyboarding Skills

Credit Hours: 3

*Refer to the Placement Testing Procedure 3.22, page 25 ** Refer to Course Transfer, page 20