

# Communication & Organizational Life

## Educational Goals

This *course specialization* will enable you to understand this **action-situation-adaptation cycle** and realize that organizations are embedded in societies and cannot be understood outside the **society's beliefs, values, structures, practices, tensions and ways of managing those tensions**. This specialization will include courses that will explicate how each overall strategy of organizing includes characteristic organizational design, a system of motivation and control, and a particular form of leadership. Finally, you will learn that even in the turbulent world created by the new global economy, members of organizations can manage organizational situations in ways that achieve their personal goals as well as the goals of other members of their organizations.

## Potential Careers

› Organizational Consultant	› Community Relations Specialist
› Development Specialist	› Civic Affairs Representative
› Government Relations	› Marketing Manager
› Public Relations Manager	› Promotional Campaign Developer
› Public Information Manager	› Corporate Lawyer
› Investor Relations Director	› Private Practice Lawyer
› Volunteer Coordinator	› Public Administrator
› Director of Development	› Human Rights Officer
› Corporate Communications Director	› Labor Negotiator
› Agency Manager	› Media Buyer
› Campaign Developer	› Market Researcher
› Consumer Affairs Advocate	› Human Resources Assistant

Note: This list serves as a representation of potential careers and is not intended to be an exhaustive list of possible options; some career options may require additional training, education or an advanced degree.

## Communication & Organizational Life – Courses of interest outside the major

### Tippie College of Business

Some of the following courses count toward a **minor** in Business Administration, a degree in Interdisciplinary Studies with a Business Track and Communication Emphasis Area or a major in **Marketing** or **Management**

06J:048 Introduction to Management  
06J:130 Individuals, Teams, and Organizations  
06J:163 Organizational Design and Transformation

The following courses count toward the **Entrepreneur Certificate**

06T:120 New Business Formations  
06T:113 Basics of Small Business Accounting  
06T:133 Capital Acquisition & Cash Flow Management  
06T:116 Basics of Small Business Marketing  
06T:134 Capital Acquisitions  
06T:142 Innovation and Change  
06T:150 Managing the Growth Business

### College of Liberal Arts & Sciences

#### Journalism & Mass Communication

019:096 Communication and Public Relations

#### Health & Sports Studies

028:142 Worksite Health Promotion

#### Political Science

030:120 Public Administration and Bureaucratic Politics  
030:122 Government Regulation of Business  
030:130 Capitalism and Modernity  
030:134 Problems of Democracy  
030:155 Social Movements and Collective Action

#### Sociology

034:001 Introduction to Sociology  
034:006 Social Inequality  
034:009 Sociological Theory  
034:158 Economy and Society  
034:164 Organizations and Modern Society  
034:165 Sociology of Work and Occupations  
034:285 Complex Organizations

#### Environmental Science

044:176 Social Consequences of Global Change

**IMP – Students must have any and all course prerequisites completed before registering for any course.**

# Communication & Relationships

## Educational Goals

Studying communication and relationships positions students to understand social, personal, family, and work relationships. The quality of our personal lives – in terms of mental and physical well-being and health – is integrally dependent upon the quality of the relationships we have with others. It is through our web of relationships with others that we construct our identities of who we are. It is through this web of significant others that we come to understand the world around us and it is through this relational web that we act on the world to accomplish change.

## Potential Careers

- Consulting
- Counseling
- Fundraising
- Human Resource Management
- Mediation/ Conflict Resolution
- Neighborhood and Community Liaison
- Personnel
- 'People-centered' occupations requiring teamwork with others
- Research & Grant Writing
- Social Work
- Student Development in college or university settings (i.e. Advising, Career Services)
- Training & Development

Note: This list serves as a representation of potential careers and is not intended to be an exhaustive list of possible options; some career options may require additional training, education or an advanced degree.

## Communication & Relationships- Courses of interest outside the major

### Tippie College of Business

- 6J:147 Nonprofit Organization Effectiveness I
- 6J:048 Intro to Management

### College of Education

(Course count toward a minor in **Human Relations**)

- 7C:081 Making a Vocational Choice
- 7C:145 Marriage & Family Interaction
- 7C:180 Topical Seminars for Helping Professional
- 7C:190 Group Processes for Related Professions
- 7C:199 Counseling for Related Professions

### College of Liberal Arts & Sciences

#### Anthropology

- 113:106 Interviewing Americans
- 113:105 Motherhood and Reproduction
- 113:154 Anthropologies and Sexualities

#### Psychology

- 31:001 Elementary Psychology
- 31:013 Introduction to Clinical Psychology
- 31:014 Introduction to Child Development
- 31:015 Introduction to Social Psychology
- 31:019 Psychology in Business and Industry
- 42:196 Family Violence

- 31:043 Evaluating Psychology Research
- 31:102 Interpersonal Influence
- 31:103 Social and Personality Development

#### Social Work

- 42:022 Introduction to Social Work
- 42:140 Human Behavior in the Social Environment
- 42:141 Fundamentals of Social Work Practice
- 42:142 Interpersonal Skills Laboratory
- 42:108 Basic Aspects of Aging
- 42:112 Human Sexuality
- 42:140 Family Development Specialist Model

#### Sociology

- 34:001 Introduction to Sociology
- 34:009 Sociological Theory
- 34:011 Theory, Research, and Statistics
- 34:020 Principles of Social Psychology
- 34:061 The American Family
- 34:125 Small-Group Analysis
- 34:159 Families in Comparative Perspective
- 34:162 Work and Family Institutions
- 34:266 Changing Families and Public Policy (graduate course)

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# Communication & Health

## Educational Goals

The communication and health course specialization provides skills and knowledge necessary for students to assume a range of roles in diverse settings. You will learn to develop, deliver, and evaluate health promotion and disease prevention programs and campaigns; to disseminate health information; and to develop, formulate and implement health policy initiatives. You will learn the theory and practice of communication as well as the basic elements of epidemiological and public health practices.

## Potential Careers

- ▶ Activities Director
- ▶ Clinic or Laboratory Corporate Public Relations Director
- ▶ Communications Manager for Federal Health Agencies
- ▶ Drug Rehabilitation
- ▶ Health Care Counselor
- ▶ Health Communications Analyst
- ▶ Health Educator
- ▶ Health Personnel Educator
- ▶ Health Facilities Fundraiser
- ▶ Hospice Manager
- ▶ Hospital or Laboratory Corporate Director of Communication
- ▶ Marketing Director
- ▶ Medical Center or Laboratory Corporate Publications Editor
- ▶ Medical Grants Writer
- ▶ Mental Health Counselor
- ▶ Medical Training Supervisor
- ▶ Public Administrator
- ▶ Research Analyst
- ▶ School Health Care Administrator
- ▶ Social Worker

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## Communication & Health- Courses of interest outside the major

### College of Public Health

172:115 Community Preventive Programs and Services  
175:101 Health, Work & the Environment  
174:102 Intro to US Healthcare System

### College of Liberal Arts & Science

#### Health & Sports Studies (Health Promotion)

028:075 Health in Everyday Life  
028:141 Health Promotion Theory and Practice  
028:142 Worksite Health Promotion  
028:143 Health Communications Programming  
028:144 Peer Health Education  
028:145 Health Promotion processes  
028:148 Practicum in Health Promotions

#### Geography

044:131 Geography of Health

#### Religion

032:088 Religion and Health

### Literature, Science & the Arts

033:120 Tobacco, Health and Society

#### Family Medicine

115:202 Spirituality and Health

#### Global Health Studies

152:111 International Health  
152:137 History of Public Health  
152:150 Global Health Seminar  
152:152 Global Health Conference

#### Psychology

031:152 Health Psychology

#### Russian

041:104 Health Care and Health Reforms in Russia

#### Women's Studies

113:133 The Anthropology of Women's Health  
113:182 Women, Health and Healing

***IMP – Students must have any and all course prerequisites completed before registering for any course.***

# Media, Culture and Technology

## Educational Goals

Studying media, culture and technology combines theory and practice to help students understand contemporary society and the creation of media texts and artifacts. Through this specialization, you will understand the place of the electronic media on society and become competent in the arts of audio, video and multi-media production practices. You will also develop an understanding of the larger political, economic, historical, legal, technological, and culture context of the contemporary media landscape.

## Potential Careers

- Account Executive
- Activist
- Actor
- Advertising Sales Coordinator
- Announcer
- Broadcasting Station Manager
- Business Manager
- Casting Director
- Comedy Writer
- Community Relations Director
- Director of Broadcasting
- Disk Jockey
- Film Editor
- Film/Tape Librarian
- For-profit or Non-profit Media Relations
- High School Teacher
- Journalist
- Market Researcher
- Media Buyer
- Media Critic
- News Anchor
- News Director
- News Writer
- Producer
- Production Engineer
- Professor
- Public Relations Manager
- Researcher
- Talk Show Host
- Technical Director
- Traffic/Continuity Specialist
- Union Organizer
- Web-designer

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## Media, Culture & Technology- Courses of interest outside the major

### College of Liberal Arts & Science

### *Journalism and Mass Communication*

- 019:090 Social Scientific Foundations of Communication
- 019:091 Cultural and Historical Foundations of Communication
- 019:095 Media and Consumers
- 019:098 Journalistic Reporting and Writing
- 019:123 Broadcast Journalism Reporting and Writing
- 019:130 Media Workshop
- 019:134 Television News
- 019:140 Legal and Ethical Issues in Communication
- 019:152 History of Mass Communication in the US
- 019:153 Popular Culture and Mass Communication
- 019:155 Mass Media and Society
- 019:156 Comparative Communication Systems
- 019:159 Electoral Politics and the Mass Media
- 019:161 Law Media and Current Issues

- 019:165 African Americans and Mass Communication
- 019:167 Gender and Mass Media
- 019:169 Topics in Mass Communication
- 019:173 Advanced Media Workshop

Courses in **Art and Art History, Cinema and Comparative Literature, English and Women's Studies** are also recommended as well as ones in digital rhetoric.

- Art & Art History** Dept # 01 - 01J
- Cinema & Comparative Literature** Dept # 048
- English** Dept# 08, 08C, 08N
- Women's Studies** Dept # 113

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# Intercultural and International Communication

## Educational Goals

Courses focus on the historical, technological, interpersonal, social, economic and political underpinnings of contemporary globalization. Students are also encouraged to take any concentration of courses dealing with the culture, history, politics and/or economics of a particular world area as they further enhance the student's ability to participate in this global era. These courses prepare students for various media and communication careers in transnational corporations, international institutions, governmental and non-governmental organizations.

## Area Studies

Study of at least one language other than English is highly recommended as are study abroad opportunities.

**Area studies courses in a particular region of the world, such as Asia, the Middle East, or Latin America further prepare students for international careers.** Experience in the Peace Corps, Ameri-corps, or Teach for America also offer exposure to cultural differences in a real-life setting that can be particularly appealing to prospective employers.

## Potential Careers

- Communication(s) coordinator for transnational organizations
- Conflict management for international organizations and institutions
- Development work in non-profit organizations or governmental agencies
- Global advertising
- Human resources for transnational organizations
- International business
- International marketing
- Program Coordinator for international governmental and/or non-governmental organizations
- Public relations for transnational organizations
- Researcher for international organizations
- Social work related to immigrants and naturalization services
- Translator/Interpreter

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## International & Intercultural Communication- Courses of interest outside the major

### POLITICAL SCIENCE

030:040 Intro to the Politics of the Industrial Democracies

Democracies

030:041 Intro to the Politics of Russia and Eurasia

030:108 Latino Politics

030:060 Intro to Internat'l Relations

030:147 Ethnicity, Nationalism & States in Transition

030:161 Internat'l Organ & World Order

030:166 Global Political Communications

### ANTHROPOLOGY

113:003 Intro to the Study of Culture & Society

113:010 Anthropology and Contemporary World Problems

113:014 Language, Culture, & Comm.

113:134 Global and Local Modernities

### ART & ART HISTORY

01H:004 Masterpieces: Art & Cultural Paradigms

Other courses in international/non-western art & culture

### GLOBAL HEALTH STUDIES

152:111 International Health

152:150 Global Health Seminar

152:152 Global Health Conference

### CINEMA & COMPARATIVE LITERATURE

048:021 European Film History

048:040 Major Texts in World Literature

048:079 Undergrad Translation Workshop

048:105 French Cinema

### SOCIOLOGY

034:134 Aging in Comparative Perspective

034:159 Families in Comparative Perspective

034:151 Sociology of the Third World

034:154 Society and Politics in East Asia

034:158 Economy and Society

034:163 Comparative Sociology

034:275 Development Policy & Planning in 3rd World (*graduate level*

*crse*)

### INTERNATIONAL BUSINESS

16A:152 United States in World Affairs

019:156 Comparative Comm. Systems

### ENGLISH

008:084 Topics in Culture and Identity

008:086 Asian American Literature

008:119 African Literature

008:138 Post-Colonial Studies

008:191 International Literature Today

### FOREIGN LANGUAGES

*French & Italian* Dept 009/Dept 018

*German* Dept 013

*Russian* Dept 041

*Spanish & Portuguese* Dept 035/Dept 038

### ASIAN LANGUAGES AND LITERATURES

048:146 Topics in African Cinema

048:192 East Meets West: A Cross-Cultural Course

### College of Education

07B:195 - Research in Cross-Cultural Settings

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# Rhetoric and Public Advocacy

## Educational Goals

As citizens of the twenty-first century, we need to explore the dynamics of diversity, popular culture, media, political institutions (both counter and mainstream), ethics, and civic responsibility. This course specialization will enable you to adopt rhetorical and critical perspectives--that is, points of view emphasizing the use of language and image to characterize social reality, to create forums for debate, and to confront controversies. It includes courses that engage the issues raised by differences of race, class, gender, nationality and political conviction. It also includes courses that examine such cultural processes as the legitimization of social authority and the construction of identity. The courses also emphasize the role of communication in argument, debate, and politics, including the ethical and rhetorical implications of speech practices and persuasive strategies characteristic of contemporary political communication. This specialization is also intended for students who are interested in positions of leadership in civic life -- in cultural and educational institutions, community-based organizations and social reform movements.

## Potential Careers

- |   |                                |  |
|---|--------------------------------|--|
| ➤ Alumni Officer                            | ➤ Elected Official             | ➤ Public Administrator                     |
| ➤ Audio Visual Specialist                   | ➤ Film Critic                  | ➤ Public Defender                          |
| ➤ Campaign Director                         | ➤ Human Rights Officer         | ➤ Public Information Officer               |
| ➤ College Admissions Representative         | ➤ Legal Mediator or Negotiator | ➤ Public Interest Lawyer                   |
| ➤ College Placement Officer                 | ➤ Legal Reporter               | ➤ Religious Leader                         |
| ➤ College Recruiter                         | ➤ Legal Researcher             | ➤ Research Specialist                      |
| ➤ Community Affairs Liaison                 | ➤ Legislative Assistant        | ➤ School Counselor                         |
| ➤ Corporate Lawyer                          | ➤ Lobbyist                     | ➤ School/University Information Specialist |
| ➤ Development Officer                       | ➤ Music Critic                 | ➤ Speech Writer                            |
| ➤ Director of Collegiate Information Center | ➤ Negotiator                   | ➤ Teacher (Elementary or Secondary)        |
| ➤ Director of College News                  | ➤ Newspaper or Media Critic    |  |
| ➤ District Attorney                         | ➤ Paralegal Researcher         |  |
| ➤ Educational Administrator                 | ➤ Press Secretary              |  |
| ➤ Educational Fundraiser                    | ➤ Private Practice Lawyer      |  |
| ➤ Educational Researcher                    | ➤ Program Coordinator          |  |
| ➤ Educational Tester                        | ➤ Public Administrator         |  |
|   | ➤ Public Defender              |  |
|   | ➤ Program Coordinator          |  |

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## Rhetoric & Public Advocacy- Courses of interest outside the major

### Anthropology

113:014 Lang, Culture & Comm.  
113:115 Race, Racism, & Antiracism in U.S.  
113:116 Self & Others  
113:144 Culture & Consumption  
113:153 Cultural Politics

### Classics

20E:030 Greek Civilization  
20E:031 Roman Civilization

### English

008:050 Sexuality & Pop Culture in Postwar  
008:084 Topics in Culture & Identity  
008:158 Storytelling & Urban Engagement  
008:163 Identity & Social Issues  
08N:015 Wrt for Practical Purposes

08N:080 Nonfiction writing  
08N:113 Wrt for Bus & Industry

### History

16A:158 Amer Hist Film & Text 1850-1920  
16A:168 Contemp U.S. 1940-Pres  
16A:174 Gender & Society U.S.  
16A:184 Black Metropolis:20th Century

### Literature, Science & Arts

033:060 Scientific Reasoning  
033:142 Natural Sciences & Human Culture  
033:153 Hard Cases  
033:155 Risk, Tech & the Public

### Philosophy

026:033 Phil & Human Nature  
026:034 Phil & the Just Society

026:131 Aesthetics  
026:132 Intro to Political Philosophy

### Political Science

030:108 Latino Politics  
030:109 Gay & Lesbian Politics  
030:112 Minority Rep Amer Politics  
030:115 The Presidency  
030:116 Amer Constitutional Law & Politics  
030:121 American Elections  
030:126 American Public Policy  
030:127 Political Campaigning  
030:130 Capitalism and Modernity  
030:134 Problems of Democracy  
030:151 Political Leadership  
030:152 The Legislative Process  
030:153 The Judicial Process  
030:155 Social Movem'ts & Collective Action  
030:171 Public Opinion

030:172 Political Comm. & Cognition

### Sociology

034:002 Social Problems  
034:009 Sociological Theory  
034:126 Collective Behavior & Social Movements

### Women's Studies

131:055 Gender, Race, & Class U.S.  
131:151 Feminist Theory

