(CM) COMMUNICATIONS

Courses

CM 100. Speech. 3 Hours.
This introductory course develops students' ability to deliver and evaluate public speeches of both prepared and impromptu nature. Students explore connections between the written and spoken word. The significance of nonverbal language and listening skills is also emphasized.

CM 200. Interpersonal Communication. 3 Hours.
Students will learn and understand the principles, theories, and some of the practical applications of effective face to face communication. Students will also become aware of how effective communication develops in relationships such as within families, and among coworkers and friends.

CM 212. Critical Analysis and Reasoning. 3 Hours.
Critical Analysis and Reasoning our capacities for reflection and logic to solve problems and improve our world, and is central to any aspect of our professional, personal, and civic lives. This course develops your capacities to critically analyze, evaluate, and reason about complex and unresolved issues. To do so, we apply theories of rhetoric and argumentation to analyze differing perspectives around challenging social issues. By the end of the course, you will be able to identify a controversial issue of your choosing, evaluate diverse perspectives on that issue, and make a well-reasoned and persuasive case for your own position.

CM 221. Professional Communications. 3 Hours.
The course examines written and oral forms of business communication, from memos and letters to research proposals and reports. Flexibility in addressing diverse audiences and human resource issues is a focus. The construction of resumes, cover letters, job interviews and formal presentations is also emphasized. Prerequisite(s): EH 105 or EH 124.

CM 230. Media Criticism. 3 Hours.
This course introduces students to the fundamental concepts and methodologies of media criticism while emphasizing the real-world impact of media on communities. Students will develop analytical skills to examine various forms of media—including news, social media, entertainment, and advertising—through multiple theoretical lenses such as cultural studies, political economy, and more. The course combines traditional academic analysis with hands-on community engagement, allowing students to understand how media shapes local narratives and influences community outcomes. Prerequisite(s): EH 105.

CM 299. Topic/. 1-6 Hour.
This course is intended to provide the opportunity to offer introductory courses in communication that would not normally be a part of the Husson curriculum. As such the topics will depend upon the interests of students and faculty.

CM 340. Crisis Communication. 3 Hours.
A practical course on responding to and managing crises of all kinds: natural disasters; terorrism; product recalls; political, corporate, personal crises. Students will learn how to create a crisis management plan and an evacuation plan. Prerequisite(s): EH 200 or CM 221.