

# COMMUNICATION AND JOURNALISM

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Hibbard 152

715-836-2528

Department Website (<https://www.uwec.edu/academics/college-arts-sciences/departments-programs/communication-journalism/>)

The Communication and Journalism Department offers the Communication and Leadership in Health Organizations Graduate Certificate and graduate-level course work.

## Graduate Faculty

Peter Hart-Brinson, Ph.D.

Mary Hoffman, Ph.D.

Won Yong Jang, Ph.D.

Kristine Knutson, Ph.D.

Ellen Mahaffy, M.F.A.

Nicole Schultz, Ph.D.

David Tschida, Ph.D.

Ganga Vadhavkar, Ph.D.

Mary Worley, Ph.D.

## Graduate Certificates

- Communication and Leadership in Health Organizations (<http://catalog.uwec.edu/graduate/programs/communication-journalism/communication-leadership-health-organizations-certificate/>)

Courses in Communication and Journalism are offered as electives for programs in other disciplines.

All 500- and 600-level graduate courses include requirements or assignments which differentiate them from their companionate 300- and 400-level undergraduate offerings. Students who have taken a course at the 300- or 400-level may not include that course at the 500- or 600-level in a graduate program, except in the case of special topics courses when the topic is not the same as that taken at the undergraduate level.

### CJ 507 Small Group Communication (3 crs)

- *Cross-listed with CJ 307. Credit may not be earned in both courses.*

Theories, concepts, and skills to improve small group communication. Includes principles of group dynamics, decision-making, problem-solving, interpersonal conflict, leadership, and team-building.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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### CJ 510 Communication Analysis (3 crs)

- *Cross-listed with CJ 310. Credit may not be earned in both courses.*

A study of the methods for analysis of messages and their application to examples of contemporary communication.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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### CJ 518 Topics in Communication and Social Advocacy (3 crs)

Prerequisite: CJ 307 or consent of instructor

Theory and methods for examining social advocacy communication. Civic, social, or environmental topics related to social movements and nonprofits.

Repeat: Course may be repeated for a maximum of 6 credits

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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### CJ 550 Human Resource Development (3 crs)

Prerequisite: Grades of C or above in CJ 300 and CJ 307, or grades of C or above in MATH 246 and MGMT 340.

- *Cross-listed with CJ 350. Credit may not be earned in both courses.*

Introduction to the human resource development field, emphasizing training and development. HRD needs assessment; design, delivery, and evaluation of programs for employee development.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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### CJ 551 Strategic Event Planning (3 crs)

Prerequisite: Grades of C or above in CJ 250 or CJ 260 or CJ 265 or CJ 270, or consent of instructor.

- *Cross-listed with CJ 351. Credit may not be earned in both courses.*

Theory and practice of using events to advance impressions of organizations. Focus on the role of effective communication in assessing needs, and designing, delivering and evaluating events. Students will plan and execute an event.

Attributes: Field Trip(s) Required

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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### CJ 555 Advanced Organizational Communication: Strategic Message Design (3 crs)

Prerequisite: Grades of C or above in CJ 202 or CJ 203 and CJ 250, or consent of instructor.

- *Cross-listed with CJ 355. Credit may not be earned in both courses.*

Analysis and design of messages for use in a variety of organizational contexts. Emphasis on key role of messages in organizations, analysis of organizational needs, and creation of messages to address them.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 557 Professional Communication (3 crs)**

Prerequisite: Grade of C or above in CJ 202 or CJ 203

- *Cross-listed with CJ 357. Credit may not be earned in both courses.*

Theories, skills, and strategies needed to become an effective communicator in business and professional settings. Special attention given to developing ethical and mindful interviewing and professional speaking skills and strategies.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 607 Leadership Communication (3 crs)**

- *Cross-listed with CJ 407. Credit may not be earned in both courses.*

Theories, concepts, and skills for effective leadership communication. Focuses on leader traits, behaviors, influence, values, and ethics; on follower characteristics and needs; on situational variables; and on the influence of gender and diversity on leadership dynamics.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 652 Health Communication (3 crs)**

- *Cross-listed with CJ 452. Credit may not be earned in both courses.*

Study and use of communication strategies to inform and influence individual and community decisions that enhance health.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 695 Directed Studies (1-3 crs)**

Consent: Department Consent Required

- *Cross-listed with CJ 495.*

Study of special topics structured to fit the needs, interests, and goals of the students.

Repeat: Course may be repeated for a maximum of 3 credits

Grading Basis: No S/U Grade Option

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**CJ 700 Communicating to Lead in Health Organizations (3 crs)**

Consent: Department Consent Required

Focus on communication and leadership in health organizations, and on audiences, processes, and use of communication in organizational alignment. Emphasis on theory and practice.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 707 Group/Team Communication Healthcare Contexts (3 crs)**

Prerequisite: CJ 700 or concurrent enrollment.

This course is intended to support student efforts to hone abilities to use group and team communication effectively to collaborate in inter-professional healthcare contexts.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 714 Communication and Health Policy (3 crs)**

Prerequisite: CJ 700 or concurrent enrollment.

Overview of structure and function of the U.S. healthcare system and in-depth analysis of current health policy topics from communication perspective.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 752 Leading Organizational Change (3 crs)**

Prerequisite: CJ 700 or concurrent enrollment.

Theories and processes of organizational change are investigated. Focuses on strategically communicating/leading change in health care contexts.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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**CJ 774 Health Campaigns and Population Health (3 crs)**

Prerequisite: CJ 700 or concurrent enrollment.

Course helps students understand how to engage with community partners to create/implement successful health campaigns for healthier communities.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

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