COMMUNICATIONS (COMM)

COMM-101 Rhetoric & Writing I 4 Credits
Prerequisites: None
Terms Offered: Summer, Fall, Winter, Spring
This course prepares novice students to succeed at Kettering by introducing them to the expectations of college-level and professional communication. The primary goal of this course is for students to develop transferable knowledge of rhetorical composing practices. To achieve this goal, the course focuses on helping students acquire strategies for reading and writing critically, composing across genres and media, choosing appropriate research methodologies, and engaging in informed reflective practice. Assignments will focus on familiarizing students with rhetorical concepts such as genre, audience, purpose, occasion, and persuasive appeals, and asking them to apply these concepts through analyzing or composing for a variety of rhetorical situations.
Lecture: 4, Lab 0, Other 0

COMM-201 Rhetoric & Writing II 4 Credits
Prerequisites: COMM-101
Terms Offered: Summer, Fall, Winter, Spring
This course builds on the concepts and skills gained in Rhetoric & Writing I (COMM 101) by engaging students in the practice of comparative rhetoric. Comparative rhetoric examines the ways rhetorical expectations and practices develop and differ across specific times, places, and communities. Rather than employing a single set of skills to be applied in every situation, the practitioner of comparative rhetoric seeks to adapt core skills for individual audiences, genres, and contexts. Through this approach, students are prepared to think in more sophisticated ways about the different audiences (professional, technical, academic, and public) and situations they encounter, and to produce more nuanced communication for these audiences and situations. Students will perform advanced writing and speaking tasks across rhetorical situations, with particular emphasis on how the requirements of different audiences or genres shape communication. Sections are organized around particular themes, which may be driven by topic (i.e. environmental studies, community engagement, etc.) or discourse community (i.e. entrepreneurs, engineers, scientists, etc.).
Lecture: 4, Lab 0, Other 0

COMM-301 Written & Oral Communication II 4 Credits
Prerequisites: COMM-101
Minimum Class Standing: Junior
Terms Offered: Summer, Fall, Winter, Spring
The course prepares students to launch their thesis project and to perform other advanced writing and speaking tasks. Thus students will employ the concepts and skills gained in the foundational course Written & Oral Communication I (COMM-101). Emphasis is placed on helping students to communicate effectively in regard to the technologies and business purposes of their own workplace and profession. Students’ development of the required skills is demonstrated in writing assignments and oral presentations. Credit must be received for the course before a student’s Senior Thesis Assignment Proposal will be processed for its approval.
Lecture: 4, Lab 0, Other 0

COMM-311 Rhetorical Principles of Persuasion 4 Credits
Prerequisites: (HUMN-201 and SSCI-201) or LS-201
Minimum Class Standing: Sophomore
Terms Offered: As needed
Theories of persuasion, techniques of argumentation, and the analysis of persuasive texts are covered. Topics include political speeches and campaign messages, rhetorical interpretation of advertising and business communication, and persuasive elements of popular culture. Verbal and visual elements of persuasion will be addressed. Students will apply these concepts by written analyses of persuasive texts and by composing and delivering persuasive speeches.
Lecture: 4, Lab 0, Other 0

COMM-313 Rhetorical Principles of Public Speaking 4 Credits
Prerequisites: (HUMN-201 and SSCI-201) or LS-201
Minimum Class Standing: Sophomore
Terms Offered: As needed
Understanding the processes and contexts of public speaking, including audience adaptation, principles of clear organization, development of ideas, and techniques of effective persuasive and informative speaking. Although the focus of the course is on analysis of great speeches throughout history, the course provides an opportunity for students to practice speaking about topics of current interests.
Lecture: 4, Lab 0, Other 0

COMM-391 Communications Special Topics 4 Credits
Prerequisites: (HUMN-201 and SSCI-201) or LS-201
Terms Offered: As needed
An interdisciplinary advanced course focusing on a specific topic. This course is a one-time offering whose content is determined by current faculty interest, and provides a comprehensive and coherent examination of the chosen topic. This course may be repeated for credit under different topics.
Lecture: 4, Lab 0, Other 0

COMM-397 Liberal Studies Free Elective 4 Credits
Prerequisites: None
Lecture: 4, Lab 0, Other 0

COMM-401 Communicating about Data 4 Credits
Prerequisites: COMM-201 and LS-201
Visualization are powerful. Theories of visual rhetoric and design teach us that good visualization is not only clear and accurate but appealing as well. When executed well, visualizations enhance oral or written communication, by supporting arguments and claims, by providing insight into complex issues, and by supporting recall and decision-making in audiences. This relationship goes both ways, however, even well-crafted visualizations must be supported by effective oral and written communication. In this course, students explore both sides of this relationship, becoming familiar with common genres of visualization and with techniques both for designing them effectively and ethically, and for presenting visualizations orally and in prose.
Lecture: 4, Lab 0, Other 0
COMM-435 Written & Oral Communication for Overseas Students  4
Credits
Prerequisites: None
Terms Offered: Fall, Spring
This course, intended for overseas students, seeks to heighten their awareness of American business communication practices. It will help develop a systematic approach to written and oral communication in the workplace. Topics include the nature of organizational communication and business writing, including techniques for writing letters, memoranda, proposals, and reports. Electronic communication practices are examined. Emphasis is also placed on professional communication skills in multicultural environments and relevant current events. This course does not receive credit in any Kettering University degree program.
Lecture: 4, Lab 0, Other 0