

COM 3475: Com Challenge in Organizations

The purpose of the course is to make students aware of the psychology of communication and to assist them in becoming more discerning, discriminating recipients of the torrent of 24/7 bytes and bits of data. The course examines the dynamics of communication within organizations and the elements of effective leadership communication; that is, the written and spoken word; the behaviors exhibited by people who influence the way people think and act; internal and external communication planning; multigenerational communication; crisis communication; the impact of technology, and techniques used to assess the efficacy of planned communication.

Credits: 3

Program: [Communication](#)