

# COMMUNICATION (COM)

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**COM 112 Speech - 3 Hours**

Principles of effective oral communication. Experience in preparation and delivery of several original addresses. Delivery mode: Florida undergraduate.

**COM 210X Business Communication - 3 Hours**

This course covers the fundamentals of both written and oral communication in the contemporary marketplace. It includes theory while emphasizing practical and varied applications simulating a broad range of professional and organizational situations. Particular attention is given to persuasive writing, oral presentations, collaboration, and the appropriate use of technology. Prerequisite: ENG 106 or equivalent. Cross-listed with ENG 210X. Delivery mode: online, and Florida undergraduate.

**COM 281X Social and Interactive Media Strategies - 3 Hours**

An analysis of audience research strategies, conceptualization of message contexts, message design, and content marketing. Brand development and maintenance across various communication channels will be examined.

**COM 330 Intercultural Communication - 3 Hours**

Cultural-based differences regarding communication styles, lifestyles, and ideology are explored, as well as the history and current experiences of some ethnic groups represented in the United States. Emphasis is given to overcoming cultural barriers and enhancing intercultural communication. Offered each year for Deerfield traditional undergraduate.

**COM 332 Interpersonal Communication - 3 Hours**

An examination of interpersonal communication theories and the application of those theories to specific interpersonal dyads, such as colleagues, friends, and spouses. Original research in the area of interpersonal communication will be conducted. Delivery mode: online.

**COM 335 Intercultural Communication in a Global Context - 3 Hours**

Culture-based differences regarding communication, values, lifestyles, and leadership are explored. Emphasis is given to overcoming barriers and embracing intercultural communication. Special attention is paid to the global nature of organizations and the impact of culture in the work environment. Delivery mode: Florida undergraduate.