

UNIVERSITY OF LOUISVILLE

COMM 201 Principles of Communication Sample Course Outline Panama Program

COURSE OBJECTIVES

Communication 201 provides an overview of the study of communication. Its main aim is to give students a comprehensive introduction to the various sub-fields in the communication discipline. The topics included in this course range from verbal and nonverbal messages to the use of text-messaging to convey meaning. Many communication concepts are introduced as a means of helping the student understand how to study communication.

STUDENT LEARNING OUTCOMES

Upon completing this course, students will be able to:

- Communicate an understanding of how knowledge about communication is established and how and why it changes over time; (*essays, quizzes, final exam*)
- Evaluate evidence and apply it to solving problems through communication research methods; (*essays*)
- Communicate an understanding of a body of knowledge from a communication disciplinary perspective; (*quizzes, final exam, exercises*)
- Recognize the contribution of the field of communication to the social sciences; (*quizzes, final exam, exercises*)
- Identify a variety of communication styles that are sensitive to the needs and interest of diverse groups of people; (*quizzes, exercises*)
- Develop strategies for thinking about and engaging in communication based upon innovative theories and perspectives; (*essays, exercises*)

REQUIRED TEXTBOOK

Human Communication in Society, by Alberts, Nakayama and Martin, 3rd ed. Available from QLU.

The instructor may require other readings, but if so they will be announced in advance and they will be on the Internet.