

Communication Studies

The Department of Communication Studies is concerned with human interaction and communication in all its forms. The Communication Studies Department provides research, teaching and service to enable students to develop understanding and skills in order to thrive in a global communication environment of unremitting change and increasing diversity. To this end the department offers an undergraduate major in Communication Studies, and graduate courses leading to a Master of Arts in Communication Management.

To obtain specific admissions requirements on how to apply to Graduate School, prospective students should visit this page: <https://www.uab.edu/cas/communication/graduate-program>

Master of Arts in Communication Management

The program requires a total of 36 semester hours. Of the 36, no more than 6 hours can be CM 699 (Plan I), no more than 6 hours can be CM 698 (Plan II), and no more than 6 hours can be CM 618 (both Plan I and Plan II). 6 hours of additional coursework may be taken in lieu of a Plan II project. A grade of C in one course will result in program probation. A grade of C in a course the subsequent semester will result in dismissal from the program. A grade of C in two courses in the same semester will result in dismissal from the program, but you may apply for re-admittance into the program.

Additionally, it is recommended to take CM 601 in the **first semester** of completing either Plan I or Plan II as this is a foundational required course.

Accelerated Learning Opportunities

The Department of Communication Studies offers a Communication Management Master's (ABM) option for high-achieving undergraduate students. All CM Graduate classes may be used for undergraduate BA in Communication Studies through the ABM, excluding: CM 618, CM 675, CM 698, CM 699.

For more information on these programs, please view the [Department of Communication Studies Graduate Program web page](#).

Plan I - 36 hours with Thesis

Requirements	Hours
CM 601 Foundations of Communication Management ¹	3
Select 9 classes from list below ^{2, 3}	27
CM 602 Source Credibility	
CM 603 Message Construction	
CM 604 Analysis of Communication Audiences	
CM 605 Communication Effects	
CM 607 Seminar in Applied Communication Research	
CM 611 Seminar in Org Communication (DELETE)	
CM 612 Instructional Communication	
CM 613 Nonverbal Communication	
CM 614 Seminar: Political Communication	
CM 615 Intercultural Communication	
CM 616 Health Communication	
CM 617 Training and Development in Communication	
CM 618 Communications Independent Study	

CM 619	Communication and the Law	
CM 620	Persuasion	
CM 621	Seminar in Small Group Dynamics	
CM 622	Interpersonal Communication and Relationships	
CM 623	Deception	
CM 624	Special Topics in Communication Theory and Research	
CM 630	Seminar in Research Classics	
CM 675	Graduate Internship	
CM 690	Communication Theory	
CM 694	Quantitative Communication Research	
CM 695	Data Analysis for Quantitative Communication Research	
CM 696	Qualitative Communication Research	
Thesis Research		6
CM 699	Thesis Research	
Thesis		
Total Hours		36

Plan II - 36 hours with Comprehensive Exam

Requirements	Hours
CM 601 Foundations of Communication Management ¹	3
Select 9 classes from list below ^{2, 3}	27
CM 602 Source Credibility	
CM 603 Message Construction	
CM 604 Analysis of Communication Audiences	
CM 605 Communication Effects	
CM 607 Seminar in Applied Communication Research	
CM 611 Seminar in Org Communication (DELETE)	
CM 612 Instructional Communication	
CM 613 Nonverbal Communication	
CM 614 Seminar: Political Communication	
CM 615 Intercultural Communication	
CM 616 Health Communication	
CM 617 Training and Development in Communication	
CM 618 Communications Independent Study	
CM 619 Communication and the Law	
CM 620 Persuasion	
CM 621 Seminar in Small Group Dynamics	
CM 622 Interpersonal Communication and Relationships	
CM 623 Deception	
CM 624 Special Topics in Communication Theory and Research	
CM 630 Seminar in Research Classics	
CM 675 Graduate Internship	
CM 690 Communication Theory	
CM 694 Quantitative Communication Research	
CM 695 Data Analysis for Quantitative Communication Research	
CM 696 Qualitative Communication Research	
Master's Applied Project	6
CM 698 Master's Applied Project	
Comprehensive Exam	
Total Hours	36

¹ CM 601 is a required course for both Plan I and Plan II of the MA in Communication Studies Graduate Degree. It is recommended that this

course is taken in the first semester of completing either plan as this is a foundational course and will apply to all coursework for this degree.

² Up to 6 hours graduate work may be transferred from an accredited graduate program (Non-UAB) with approval from the Graduate Director.

³ Up to 6 hours of graduate work (600 or above) in another department at UAB may be applied with approval of the Graduate Director.

Courses

CM 601. Foundations of Communication Management. 3 Hours.

Development of communication models, relationships between models and research, examination of functions of models and their impact on human communication in various media. 999999.

CM 602. Source Credibility. 3 Hours.

Theories of ethos, dynamics of credibility in public speaking, organizational, interpersonal, print and broadcasting contexts. Measures of credibility and methods for constructing credibility.

CM 603. Message Construction. 3 Hours.

Features of communication messages, including audience, situation, and culture and their impact on message construction. The principles underlying the creation of messages in various media.

CM 604. Analysis of Communication Audiences. 3 Hours.

Analysis of the audience and its place in the communication model. Includes needs and gratification from various media as well as how messages and feedback are interpreted.

CM 605. Communication Effects. 3 Hours.

Effects of Communication, especially through mass media, as a result of messages transmitted. Topics include violence, persuasion, and sexuality.

CM 607. Seminar in Applied Communication Research. 3 Hours.

Topics include interpersonal communication, small group communication, organizational communication, and political communication.

CM 611. Seminar in Org Communication. 3 Hours.

CM 612. Instructional Communication. 3 Hours.

Communication problems in the classroom. Definition of sign and sign process. Signs in communicative action.

CM 613. Nonverbal Communication. 3 Hours.

Elements of nonverbal behavior (physical appearance, gestures, space, voice) which affect communication in person-to-person situations.

CM 614. Seminar: Political Communication. 3 Hours.

Seminar.

CM 615. Intercultural Communication. 3 Hours.

This class provides students with a theoretical understanding of intercultural communication as well as the ability to apply these intercultural communication concepts, theories, and models to practice.

CM 616. Health Communication. 3 Hours.

This course provides students with a comprehensive understanding of health communication. The course encompasses how to communicate health-related information to targeted audiences and provides an overview of several behavior change theories that are frequently adopted in health contexts.

CM 617. Training and Development in Communication. 3 Hours.

Training and Development in Communication focuses on contemporary communication knowledge and skills that every trainer should have. The class will include topics such as: Designing Curricula, Training Content, Methods, Plans, Sessions, Assessment, and Career Opportunities.

CM 618. Communications Independent Study. 1-6 Hour.

Independent Study. Topics of mutual interest to student and faculty member.

CM 619. Communication and the Law. 3 Hours.

Communication and the Law focuses on general effects communication has in the law environment. Conflict, leadership, and use of the law will be considered.

CM 620. Persuasion. 3 Hours.

Current theories and research in the area of attitude formation and change will be explored in this class.

CM 621. Seminar in Small Group Dynamics. 3 Hours.

Current theories and research in small group communication dynamics will be explored in this class. The class will include topics such as: Leadership, Decision-making, conflict and conformity.

CM 622. Interpersonal Communication and Relationships. 3 Hours.

This class introduces students to interpersonal communication concepts, theories, and research and their broad applications to personal and professional relationships. A variety of theories and research are reviewed and applied to relationships in health, organizational, educational, and romantic contexts.

CM 623. Deception. 3 Hours.

This course examines theory and research on the topic of human deception from the perspective of Truth Default Theory. Topics include verbal and nonverbal aspects of deception, prevalence of deception, deception motives, information manipulation, truth-bias, and improving accuracy.

CM 624. Special Topics in Communication Theory and Research. 1-6 Hour.

Various topics selected by faculty.

CM 630. Seminar in Research Classics. 3 Hours.

Students read and discuss seminal works in Communication and social science.

CM 675. Graduate Internship. 3 Hours.

Professional experience in communication management.

CM 690. Communication Theory. 3 Hours.

The class will introduce students to communication theory providing an introduction to theory construction as well as an overview of several prominent communication theories.

CM 694. Quantitative Communication Research. 3 Hours.

The study of communication theory from a quantitative perspective. Data gathering, experimental and quasi-experimental design, field research and data analysis in applied contexts to be probed.

CM 695. Data Analysis for Quantitative Communication Research. 3 Hours.

This class introduces students to basic descriptive and inferential data analysis techniques in communication studies research.

CM 696. Qualitative Communication Research. 3 Hours.

Study of communication theory from a qualitative perspective. Historical/critical, participant-observation, and various data gathering methods and models explored from a theoretical and practical point of view.

CM 698. Master's Applied Project. 3-6 Hours.

Master's Applied Project.

CM 699. Thesis Research. 3-6 Hours.

Thesis Research.

Prerequisites: GAC M