

**Dr. Marcello's Current Courses****Marketing Communication (4 cr)**

COMM/BUS225

- A study of the strategies employed in and the application of the marketing process to achieve its goals of informing, influencing, and persuading through advertising, personal selling, direct marketing, sales promotion, and public relations. Both traditional and emerging methods will be discussed required for Public Relations specialization.

**Cross-Cultural Communication (4 cr)**

COMM243

- Explores how culture shapes language, thought, and behavior in the home, school and workplace. Application to interpersonal communication between cross-cultural groups will be explored.

**Visual Storytelling (4 cr)**

COMM270

- Plan, shoot, and produce factual narratives using digital still photo and video equipment. While the emphasis will be on integrating text and visual storytelling techniques, students will also learn to use basic photo and video editing software to package stories. Required for all communication majors.

**Special Topics in Communication (4 cr) (Disinformation Detox)**

COMM425

- Exploration of an area of contemporary interest in communication. Offered as needed. The topic for any given semester will be determined by the faculty. It may be counted as a communication elective in either area of specialization. Pre-requisite: at least one 200- and at least one 300-level communication course. Satisfies outcome 4 of General Education. Must have permission from the instructor.

**Intro to Communication (2 cr) (Course development and oversight)**

COMM100

- A general survey of the human communication process approached from theoretical, intrapersonal, interpersonal, group, public speaking, conflict resolution, and mass media. The course offers knowledge to identify and analyze communication and make choices about how to do it and how to respond to it. (Recommended for Fall, Spring) (2 credits). Satisfies Outcome 5 of the General Education Curriculum.

**Public Speaking (2 cr) (Course development and oversight)**

COMM223

- Introduces students to the basic principles of public speaking and presentation software and other visual aids. Instruction includes a review of elementary verbal and nonverbal skills necessary for crafting and delivering a logical, informative, and credible speech. Students will engage in prepared and spontaneous public speaking exercises and assignments, including tasks to improve diction, anxiety reduction, and listening and speaking skills—required for Communication majors. Satisfies Outcome 5 of the General Education Curriculum.

**Senior Capstone Experience (4 cr)**

COMM411

- This is the capstone course for communication majors. Students devise, conduct and complete a communication research project. Students also have the opportunity to apply their communication skills to practical situations in potential business and professional environments. Also, career development strategies in communication are discussed. Required for all communication majors. Pre-requisite: Senior standing

## Additional Courses Taught

Mass Media  
Fall 2012

Marketing Communication  
Fall 2011, Fall 2012, Fall 2019; Spring 2020

Presentation Skills  
Fall 2012, Spring 2012

Power of Effective Communication  
Summer Sampler/Online: 2012

Principles of Persuasion  
Spring 2012, Spring 2010, Spring 2013 (on-line)

Promotional Strategies (Graduate) - BUS627  
Spring 2012, Spring 2011

Senior Seminar  
Fall 2011

Message Design  
Spring 2011

Dynamics of Communication  
Fall 2010

Public Relations Writing  
Fall 2010, 2009

Introduction to Public Relations  
Fall 2010, Fall 2011

Communication & The Art of Happiness  
Spring 2013

Organizational Communication  
Fall 2010, 2009, 2008, WNT (on-line) 2012

Cross-Cultural Communication  
Spring 2012

Communication Practicum  
Spring 2013

Professional Apprenticeship  
Fall 2011, Spring 2013