

## Master Syllabus

### COM 2230 - Nonverbal Communication

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Communication

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** COM 2206 OR COM 2225

**Date Revised:** February 2014

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### Course Description:

Development of effective nonverbal skills for the successful communicator, stressing better methods of expressing oneself and understanding others through the learning of nonverbal theory and Impression Management.

### General Education Outcomes:

- Oral Communication Competency
- Written Communication Competency
- Critical Thinking/Problem Solving Competency
- Values/Citizenship/Community Competency
- Computer Literacy Competency
- Information Literacy Competency

### Course Outcomes:

#### Presence of nonverbal behaviors

Identify significant nonverbal behaviors, present in everyday interactions, by their respective and proper names.

**Assessment Method:** Locally developed exams

**Performance Criteria:** 70% of items answered correctly

**Assessment Method:** Performance appraisals

**Performance Criteria:** 70% content accuracy on rubric

#### Significance of nonverbal behaviors

Articulate, in both oral and written form, the significance of nonverbal cues upon various interactions.

**Assessment Method:** Locally developed exams

**Performance Criteria:** 70% of items answered correctly

**Assessment Method:** Performance appraisals

**Performance Criteria:** 70% content accuracy on rubric

#### Nonverbal behaviors and intercultural perspectives

Distinguish the intent and effect of nonverbal behaviors from intercultural perspectives.

**Assessment Method:** Locally developed exams

**Performance Criteria:** 70% of items answered correctly

**Assessment Method:** Performance appraisals

**Performance Criteria:** 70% content accuracy on rubric

### Outline:

Theoretical principles of Nonverbal Communication  
Facial Expressions  
Eye Behaviors  
Kinesics  
Proxemics  
Tactile Communication  
Personal Appearance  
Vocalic Communication  
Impression Management  
Selling Yourself  
Detecting Deception  
Applied Settings: Interviews  
Applied Settings: Male-Female  
Applied Settings: Intercultural Communication  
Applied Settings: Medical Contexts  
Applied Settings: The Courtroom