

Title and Code of Course: Communication Research Methods ERPB-BKO 3109

Instructor's Name: Patrick Loeb, Ph.D.

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Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar <input checked="" type="checkbox"/> Lecture <input type="checkbox"/>	Method of Evaluation: Oral Examination <input type="checkbox"/> In-Class Presentation <input type="checkbox"/> Other <input checked="" type="checkbox"/>
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Course Description:

A survey of the methods used in communication research. Students will examine and critique both media and communication research processes, as well as participate in their own research projects with help from the course instruction.

The course will:

- Discuss the foundational principles of communication research
- Analyze current communication research.
- Complete a guided communication research project.

Bibliography:

Arthur Asa Berger (2014) Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. 3rd edition. SAGE.