

# SLMC 490: Communication Research Methods

This course is designed to introduce students to the basic concepts, principles, and techniques of communication research. Focusing on both qualitative and quantitative research methods, this course will provide students with a basic understanding of what types of studies lend themselves to specific research methods and how to collect and analyze data according to these methods. The course will provide participants with a foundation for developing more advanced research and entrepreneurial skills.

**Credits:** 3

**Program:**

## Strategic, Legal & Management Communication

### COURSE DESCRIPTIONS