



## Master of Science in Communication

### Program Rationale:

Graduate study in communication is designed to provide students with academic experiences that enable them to evaluate, develop, shape, and change the communication environment within organizations (organizational communication), as well as between organizations and their target audiences (public relations), using traditional and contemporary media technologies.

### Program Learning Outcomes:

Students will be expected to:

- understand communication processes, internal and external, of an organization;
- demonstrate the ability to write appropriately in both academic and professional settings;
- employ research methods in the diagnosis of communication problems within organizations and between organizations and their target audiences, including those resulting from intercultural differences;
- apply problem-solving, decision-making, and negotiation strategies in complex relational situations within organizations;
- examine the use and impact of information, communication, and new media technologies in the design and evaluation of public relations, strategic communication campaigns, and other organizational applications; and
- develop and practice sound and ethical reasoning.

### Course and Capstone Requirements

(33 credits):

The program comprises two sections, a 15-credit core of foundational courses and 18 credits of advisor-approved directed electives. A capstone experience consisting of Plan A (6-credit Thesis) or Plan B (Comprehensive Examination) or Plan C (Special Project) is required for graduation.

Core Courses (15 credits):

COMM 500	Introduction to Graduate Studies in Communication	3
COMM 501	Theories of Human Communication within an Organizational Context	3
COMM 503	Research Methods in Communication	3
COMM 505	Persuasive Communication	3
COMM 504	Organizational Communication Audits	3
or		
COMM 507	Campaign Planning and Evaluation	3

Directed Electives (12-18 credits):

Students will select from the following courses approved by the faculty advisor. A planned program of study should be completed no later than 6 credits into the student's program. The student may specialize in either track or may select courses from both tracks. To specialize in a particular track, at least 3 courses must be selected from that particular track.

Organizational Communication Track

COMM 450	Communication Skills for Training and Development	3
COMM 504	Organizational Communication Audits	3
COMM 522	Corporate Communication	3
COMM 551	Policy Issues in Organizational Communication	3
COMM 562	Communication and High-Speed Management	3

Public Relations Track

COMM 451	Environmental Communication	3
COMM 454	Communication and Social Change	3
COMM 506	Case Studies in Public Relations	3
COMM 507	Campaign Planning and Evaluation	3
COMM 508	Public Relations Writing Strategies	3

General Electives

COMM 543	Intercultural Communication	3
COMM 544	Strategies in Negotiation and Conflict Resolution	3
COMM 585	Special Topics	3
COMM 590	Independent Study	1-3

Outside Courses

TM 464	Six Sigma Quality	3
TM 500	Product Life Cycle Management	3
TM 502	Human Relations and Behavior in Complex Organizations	3
TM 564	Quality Systems Management	3
STAT 453	Applied Statistical Inference	3

Capstone (0-6 credits):

Plan A:

COMM 590	Independent Study	(3 credits)
and COMM 599	Thesis	(3 credits)

or

Plan B: Comprehensive Examination

or

Plan C:

To complete degree requirements, students have the option of a thesis (Plan A) or a comprehensive examination (Plan B) comprised of a written exam followed by an oral exam or a Special Project (Plan C). Programs will be designed jointly by the departmental advisors and the students to provide the greatest educational and career opportunities.