

Communication, MA

Communication, MA

The graduate program is designed to maximize the flexibility that the School of Communication and Journalism offers. The four programs in the School, Communication, Public Relations, Journalism, and Media Studies, work together to provide students with an adaptable plan that considers their interests while also exposing them to broader concepts in the field that they may not have accessed during their undergraduate programs. Students work with the Graduate Program Officer to schedule courses that meet their interests and career goals, including choosing between writing a thesis or performing an internship and completing a comprehensive exam.

Student Learning Outcomes

Students graduating from the Communication, MA program will:

1. Accurately identify communication theories central to the discipline.
2. Accurately apply communication theories central to the discipline.
3. Apply appropriate research methods central to the discipline.

Curriculum Map

Below is a curriculum map that visualizes the alignment between our course offerings and Student Learning Outcomes. The courses in bold are the mandatory courses in the program.

| Courses | 1. Accurately identify communication theories central to the discipline. | 2. Accurately apply communication theories central to the discipline. | 3. Apply appropriate research methods central to the discipline. |
|---|--|---|--|
| COMM 6300 Sex, Gender and Sport | 2 | 2 | 2 |
| COMM 6430 Gender, Work, and Communication | 2 | 2 | 2 |
| COMM 6470 Health Communication | 2 | 2 | 2 |
| COMM 6600 Political Communication | 2 | 2 | 2 |
| COMM 6700 Discourse in Social Life | 2 | 2 | 2 |
| COMM 6970 Special Topics in Communication | * | * | * |

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|---|---|--|---|
| * COMM 7000 Communication Theory | 1 | 1 | 1 |
| * COMM 7010 Qualitative Methods of Communication Research | 1 | 1 | 1 |
| * COMM 7020 Quantitative Methods of Communication Research | 1 | 1 | 1 |
| COMM 7100 Instructional Comm Theory and Practice | 2 | 2 | 2 |
| COMM 7230 Rhetorical Criticism | 2 | 2 | 2 |
| COMM 7300 Language and Social Interaction | 2 | 2 | 2 |
| COMM 7410 Rhetorical Theory | 2 | 2 | 2 |
| COMM 7420 Persuasion and Attitude Change | 2 | 2 | 2 |
| COMM 7430 American Public Address | 2 | 2 | 2 |
| COMM 7440 Argumentation and Debate | 2 | 2 | 2 |
| COMM 7450 Intrapersonal Processes in Communication | 2 | 2 | 2 |
| COMM 7460 Interpersonal Communication | 2 | 2 | 2 |
| COMM 7470 Small Group Communication | 2 | 2 | 2 |
| COMM 7480 Organizational Communication | 2 | 2 | 2 |
| COMM 7490 Health Communication | 2 | 2 | 2 |
| COMM 7500 Gender Communication | 2 | 2 | 2 |
| COMM 7600 Mass Communication Theory | 2 | 2 | 2 |
| COMM 7610 Popular Culture and Mass Communication | 2 | 2 | 2 |
| COMM 7620 Broadcast Programming and Criticism | 2 | 2 | 2 |
| COMM 7630 Media Management | 3 | 2 | 2 |
| COMM 7640 Film Theory and Criticism | 2 | 2 | 2 |
| COMM 7660 Cultural Studies in Mass Media | 2 | 2 | 2 |
| COMM 7670 Issues in First Amendment Law | 2 | 2 | 2 |
| COMM 7680 Sports, Media, and Culture | 2 | 2 | 2 |

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|---|--|---|--|
| COMM 7810 Public Relations Theory | 2 | 2 | 2 |
| COMM 7820 Public Relations Campaigns | 2 | 2 | 2 |
| COMM 7830 Public Relations Case Studies | 2 | 2 | 2 |
| COMM 7840 Communication Training and Consulting | 3 | 2 | 2 |
| COMM 7850 Public Relations Ethics | 2 | 2 | 2 |
| COMM 7930 Directed Studies | 2 | 2 | 2 |
| COMM 7970 Special Topics in Communication | 2 | 2 | 2 |
| COMM 7980 Non-Thesis Project in Communication* | 3 | 3 | 3 |
| COMM 7990 Research and Thesis* | 3 | 3 | 3 |

1- Introduction, 2- Reinforcement, 3- Emphasis

*- Required course. In their second-year students choose to write a thesis or conduct an internship and take a comprehensive exam.