

BELLARMINE UNIVERSITY
IN VERITATIS AMORE

Master of Arts in Communication

The Master of Arts in Communication Program provides students with a comprehensive understanding of the field of communication through experience and coursework. The knowledge gained from this program allows students to become familiar with the practical application of communication theories. Students consider the ethical and legal issues related to communication in diverse environments, and will become more critical media participants. This program's combination of experience, course work, and knowledge prepares students to handle real-world communication challenges within and outside the workplace.

Students study digital media, ethical communication in a culturally diverse workplace, media convergence and its impact on the workplace, and strategies for utilizing media more effectively. The curriculum includes 21 hours of required courses with options for the remaining 9 hours to complete the degree. Of the remaining 9 hours, students will take 3 Topics courses or take a combination of a Topics course, thesis and/or an independent study. Topics courses will vary by semester and the specialty of the faculty member instructing the course.

Program Outcomes

Specifically, the Master of Arts in Communication goals and anticipated outcomes are to ensure students will be competent to:

1. Demonstrate through critical thinking, the application of media, culture and communication in a globally diverse workplace and world.
2. Address communication questions from a variety of theoretical and methodological perspectives, leading to improved performance in on-the-job and professional communication.
3. Evaluate communication issues from multiple ethical and legal perspectives, resulting in a greater understanding of the personal and professional practice of communication.

Tuition and Fees

The cohort program is 30 hours with students taking 6 hours a semester for 5 semesters. Students have an option to take either 3 or 6 hours per semester.

The cost for tuition is \$680 a credit hour, totaling \$20,400 (does not include future tuition increases). There is a \$45.00 course fee per class. Books and classroom supplies are additional expenses.

Requirements for Admission

Please submit the following:

1. A completed graduate application at: www.bellarmino.edu/gradapp.
2. A non-refundable application fee of \$40 (unless a BU alumna/e).
3. Professional/academic writing sample: This could include a term paper, press release, published story (non-fiction), digital portfolio, grant application, etc.
4. A 500-750 word, double-spaced essay response (references not required) to one of the following writing prompts:
 - Explain how the study of intercultural communication enables an individual to navigate a globally diverse workplace and world
 - Define how professional and personal communication should be evaluated from both ethical and legal perspectives
 - Explain how understanding the creation, dissemination and significance of different forms of media enables an individual to analyze media's role in culture and society
5. Two letters of recommendation (included in packet). Recommendations from persons able to evaluate either academic or professional potential are the most valuable.
6. Current resume
7. Final official transcript(s) from each college or university attended should be mailed to the Office of Graduate Admission and not be marked "Issued to Student." If any transcript(s) or undergraduate degree(s) is from an international institution, you must provide an official copy to be evaluated by the Bellarmine International Programs Office. The Office of Graduate Admission reserves the right to request a certified copy of the original transcript(s).
8. Mail information to: Graduate Admission, Bellarmine University, 2001 Newburg Road, Louisville, KY 40205

For more information, contact the Office of Graduate Admission at 502.272.7200 or gradadmissions@bellarmine.edu.

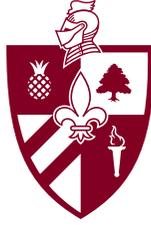
Note: It is the student's responsibility to request all official transcripts and test scores. Official transcripts and test scores are mailed directly from the institution to Bellarmine University and should not be marked issued to student or addressed to the student.

International Student Requirements

Please complete the items under Procedure for Admission and submit the following:

Language Proficiency. All students are expected to have appropriate English-language proficiency to be admitted to the university. The language proficiency is required to ensure students are adequately prepared and well positioned to succeed.

Financial Affidavit. All applicants must provide a financial affidavit certifying the ability to fund the cost of attending Bellarmine University for one academic year. Figures must be expressed in United States currency.



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Core Curriculum (21 hours)

COMM 600 - INTRODUCTION TO GRADUATE STUDY IN COMMUNICATION (3)

The purpose of this course is to introduce students to the discipline of communication, including but not limited to language, issues, breadth, contexts, and definitions. In addition, this course will prepare students for the master's program by developing their writing, research and presentation skills. Students will begin the process of identifying their definition of communication as well as the ability to construct an argument to support that choice.

COMM 605 - COMMUNICATION THEORY AND LITERATURE (3)

This course introduces students to the multiple and conflicting explanations of the process of human communication. Theories to be examined include structural and functional theories, cognitive and behavioral theories, interactive oral and conventional theories, and interpretive and critical theories.

COMM 607 - COMMUNICATION RESEARCH METHODS (3)

Students learn essential quantitative and qualitative techniques used in communication research. The course will include such methods as survey research, content and interaction analysis, ethnographic research, rhetorical criticism, and conversation and discourse analysis.

COMM 611 - INTERCULTURAL COMMUNICATION IN THE WORKPLACE (3)

This course examines communication and the changing dynamics of the global workplace. Students learn how cultural values affect all aspects of corporate communication, from negotiation and conflict strategies to advertising, public relations, and marketing communication. Intercultural communication issues faced in the workplace are also addressed, as in perception, nonverbal communication, religious issues that arise, and conflict.

COMM 613 - DIGITAL MEDIA (3)

This course examines the convergence of media and emergence of digital media, the effects these media have on individuals, communities, and society. Students examine political, technological, industry-specific, and production aspects of new media.

Core Curriculum (continued)

COMM 615 - MEDIA STUDIES (3)

This course provides a fundamental understanding of media. We will analyze media institutions, their history, technological capabilities, and effects. It is designed to offer an overview of theories, methods, contemporary debates and lasting issues in media studies.

COMM 699 - ETHICS IN COMMUNICATION (3)

This course addresses ethical dilemmas that arise within all forms of communication – interpersonal, corporate, mass media, or other forms of communication. It asks the students to develop a deep understanding of professional, philosophical, religious and pragmatic perspectives that shape ethical behavior.

Other Courses (9 hours)

COMM 692 - SPECIAL TOPICS IN COMMUNICATION (3)

This designation applies to courses offered in fields related to communication. Topics courses will vary by semester and the specialty of the faculty member instructing the course.

COMM 698 - THESIS OPTION (6)

This course is designed for the student who desires to conduct a significant research project under the guidance of a faculty member and thesis committee. It involves a written scholarly document as well as a formal presentation.

COMM 694 - INDEPENDENT STUDY (3)

Guided reading or research in an area of special interest under the direction of a faculty member. Requires approval from the Graduate Committee. Prerequisites: COMM 605 and COMM 607 or permission of the Director of Graduate Studies.

Sample Schedule (Fall Start)

FALL

Introduction to Graduate Studies
Communication Research Methods

SPRING

Special Topics*
Communication Theory and Literature

SUMMER

Special Topics*
Special Topics*

FALL

Intercultural Communication in the Workplace
Media Studies

SPRING

Digital Media
Ethics in Communication

Sample Schedule (Spring Start)

SPRING

Introduction to Graduate Studies
Communication Research Methods

SPRING

Special Topics*
Communication Theory and Literature

FALL

Intercultural Communication in the Workplace
Media Studies

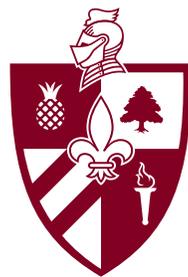
SPRING

Digital Media
Ethics in Communication

SUMMER

Special Topics*
Special Topics*

**Topics courses vary each semester. Students must take the topics course(s) offered to complete the curriculum in 5 semesters.*



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