

Master of Arts *in* Communication

Curriculum
Phase I: 2008-09/10
30 hours

Cost: \$17,200/semester

Ethical Communication

GOALS AND OUTCOMES [LEARNING OBJECTIVES]

1. To develop knowledge, capacity and competencies to communicate ethically across contexts.
2. To develop the knowledge, capacity and competencies needed to develop ethical communication programs within the private, nonprofit, or public sector.
3. To develop the knowledge, capacity and competencies needed to utilize media critically and effectively.

Required courses

Communication theory and literature
Research methods
Ethical issues in communication
Intercultural communication
Studies in digital media
Introduction to media studies

Electives

2 courses

Thesis / additional electives

6 hours

Approved courses

Communication theory and literature
Ethical issues in communication
Group and team communication
Health communication
Independent Study
Integrated Communication
Intercultural communication for the professional
Interpersonal communication in the workplace
Introduction to media studies
Research methods in communication*
Organizational communication*
Leadership communication
Public relations

Communication and Culture
Persuasion
Public Relations
Practicum
Special topics
Studies in digital media
Thesis option
Writing for the Digital Age

Forthcoming courses

Crisis communication
Global communication strategies
Graphic communication for the professional
Strategic communication

Master of Arts in Communication

GOALS AND OUTCOMES [LEARNING OBJECTIVES]

**Curriculum
Phase II: 2010/11
30 hours**

**Healthcare Communication
Convergent Media**

1. To develop the capacity and competencies needed to lead individuals and communication.
2. To develop the knowledge, capacity and competencies needed to develop effective communication programs within the private, nonprofit, or public sector.
3. To develop the knowledge, capacity and competencies needed to utilize media effectively.
4. To develop knowledge, capacity and competencies to communicate ethically in a culturally diverse work environment.

Required courses

Communication theory and literature
Research methods
Ethical issues in communication
Intercultural communication
Studies in digital media
Introduction to media studies

Electives

2 courses

Thesis / additional electives

6 hours

Concentrations:

Convergent Media

Graphic communication
Integrated communication
Public relations
Global communication strategies
Digital media

Healthcare Communication

Health care communication
Health Care Communication
Gerontological communication
Public Health Communication
Global public health communication
Crisis Communication