



BELLARMINE UNIVERSITY
IN VERITATIS AMORE

Master of Arts *in* Communication

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.

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.

Electives (12 hours)**COMM 630 - CRISIS COMMUNICATION (3)**

This course is designed to improve students' ability to prepare for, cope with, and recover from organizational crises. It will include case studies of how organizations have dealt with crises and an evaluation of the short and long term effects of those strategies. The case studies will cover profit and not-for-profit organizations as well as public institutions.

COMM 633 - GERONTOLOGICAL COMMUNICATION (3)

This course will examine communication issues and strategies related to older adulthood, including interpersonal, intercultural, intergenerational, and psychosocial issues as well as media portrayals of older adults. The course will examine contexts of gerontological communication and implications for those areas of business and society that serve older adults. This class will also address ethical issues related to gerontological communication.

COMM 632 - GLOBAL HEALTH COMMUNICATION (3)

This course examines the communication challenges that address global health issues: aging populations, potential pandemics of such diseases as avian flu, increase in AIDS and other devastating diseases, and other unforeseen medical crises. Education, awareness, and developing communication strategies will be the focus of this course.

COMM 652 - GLOBAL COMMUNICATION STRATEGIES (3)

This course examines changes in and uses of media as a result of globalization; such changes include cultural, economic, political, and technological aspects.

COMM 634 - HEALTH COMMUNICATION (3)

This class provides a comprehensive introduction to current issues, theories, and special topics in health communication. It features a hands-on guide to program development and implementation. It also includes advanced topics for health communication practitioners, public health experts, researchers, and health care providers with an interest in this field.

COMM 694 - INDEPENDENT STUDY (1-3)

Guided reading or research in an area of special interest under the direction of a faculty member.

COMM 653 - INTERACTIVE COMMUNICATION (3)

This course focuses on the aesthetics and production of digital media elements and issues surrounding coherence in interactive environments. Students are introduced to authoring techniques and technologies as they learn how to create and develop basic projects for delivery on the World Wide Web and as stand-alone applications in which interactivity is the focus.

COMM 651 - INTEGRATED COMMUNICATION (3)

This course introduces the students to integrated communication. Corporate image and brand management, buyer behaviors, advertising tools, trade promotions, public relations, personal selling, database marketing, and customer relationship management are addressed.

COMM 672 - ORGANIZATIONAL COMMUNICATION (3)

This is a course in the theory and practice of communication within an organization. Such topics as communication networks, organizational power, and leadership will be explored.

COMM 631 - PUBLIC HEALTH COMMUNICATION (3)

This course will explore theories, concepts and research associated with public health communication. Special attention will be given to defining health communication and identifying its importance in a public context. Both interpersonal and mass communication theories will be examined in the context of health promotion and disease prevention.

COMM 671 - SOCIAL ISSUES CAMPAIGNS (3)

The purpose of this course is to introduce students to social change and the ability of strategic communicators and marketers to market social change. The course will also provide students exposure to social marketing theories and practices.

COMM 692 - SPECIAL TOPICS IN COMMUNICATION (3)

This designation applies to courses offered in fields related to communication, usually on an occasional basis. Such courses could include special offerings in sports communication, strategic communication, convergent media, or political communication.

COMM 698 - THESIS OPTION (3, 3)

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.