

Master of Arts *in* Communication

COURSE DESCRIPTIONS:

FOUNDATIONS {18 HOURS}

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

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.

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.

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.

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.

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}

Interpersonal Communication (3)

Interpersonal communication is the basis of most human discourse. Whether in sales, client relations, counseling, or negotiating, interpersonal communication competence is a most necessary trait. This class will examine the various elements that comprise the communication between two individuals: perception, listening, providing feedback, self-disclosure, self-awareness, nonverbal communication, verbal messages, relationship development, power, conflict, friendship and love in interpersonal relationships.

Group and Team Communication (3)

Teamwork is a reality of the workplace. This course provides a foundation in small group communication, theory and techniques, with applications to teams found in work and civic life. Topics to be covered include the small group as system, group development, nonverbal communication in groups, conflict resolution, problem solving, leadership, and teams.

Leadership Communication (3)

This course provides a foundation for current and potential managers to become effective leaders by being better communicators. Through an examination of attributes of leaders, strategies for leadership/managerial communication, and concepts of emotional intelligence students develop communication skills and strategies. This course will also examine ethical issues that arise and strategies for effectively addressing them.

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.

Persuasion and Social Influence (3)

This class introduces theories of persuasion and attitude change. It builds on models of persuasion from classical rhetoric and contemporary communication theory. It examines persuasion as communicated through speeches, advertising, propaganda, political campaigns, and other areas.

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.

Public Relations (3)

This course introduces the student to the practice and profession of public relations through examining the different aspects of the profession and creating one's own public relations materials.

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.

Practicum in Communication (3)

This course provides an opportunity for students to gain knowledge, skills, and dispositions in a communication-related work setting. Placements may include human resource, public relations, advertising, corporate communication, and digital production settings.

Special Topics in Communication

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.

Independent Study (3)

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

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.

Other courses to include: Global Communication strategies, Graphic Communication for the professional, Strategic Communication, Crisis Communication, Gerontological Communication, and Public health Communication