

# Master of Arts *in* Communication

30 hours  
\$585/hourly

**Concentrations:**  
*Healthcare Communication*  
*Convergent Media*  
*Strategic Communication*

## GOALS AND OUTCOMES [LEARNING OBJECTIVES]

1. To lead individuals and communicate effectively
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

### *Healthcare Communication*

Healthcare communication  
Gerontological communication  
Public health communication  
Global public health communication  
Crisis communication

### *Approved Courses*

Group and team communication  
Independent study  
Interpersonal communication in the workplace  
Organizational communication  
Leadership communication  
Communication and culture  
Persuasion  
Practicum  
Special topics  
Thesis option  
Writing for the digital age

### *Forthcoming Courses*

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