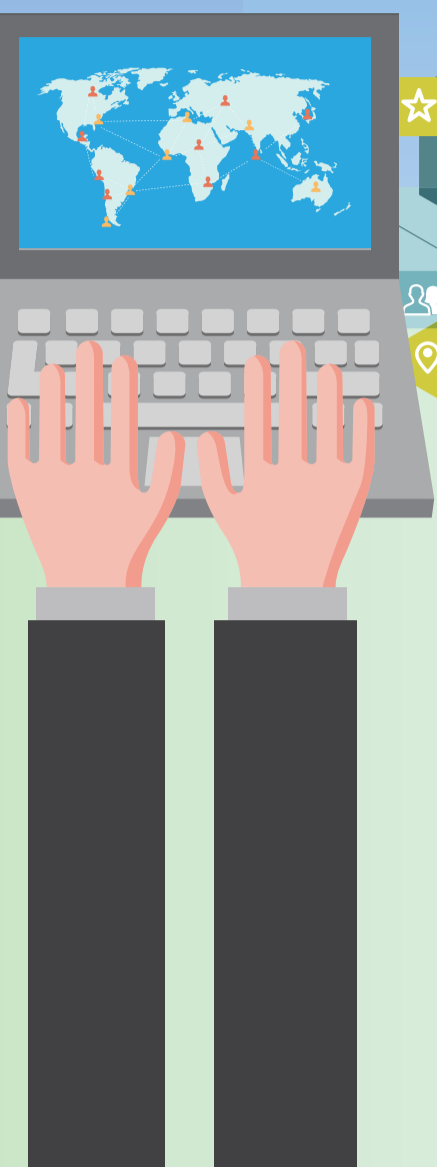


Master of Arts in COMMUNICATION

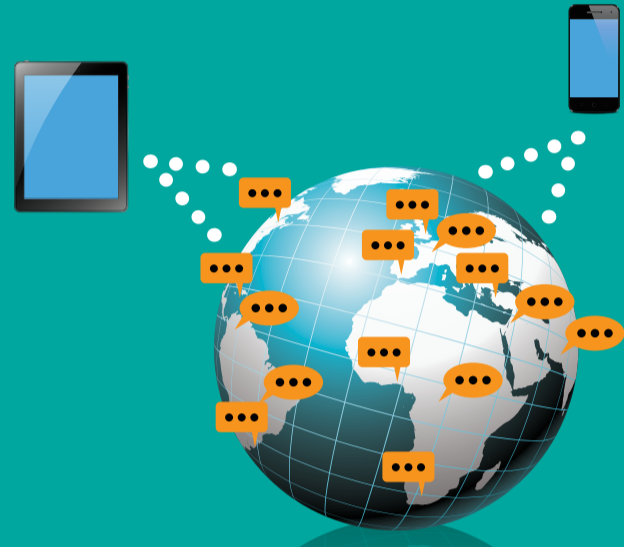


MOVE UP AND STAY AHEAD IN THE FIELD OF COMMUNICATIONS

This 12-course (36-credit) degree is designed around the way people consume information today, and how professionals can use technology to create communication that fits the new normal. Seven courses make up the core of the program, and four electives shape your education or focus on Health Communication, New Media & Marketing, or PR. And in the capstone course, you will develop your own full-scale communication campaign for a real-world challenge.

Core Courses

- COM 500 Communication, Media & Society
- COM 510 The Vantage Point: Knowledge and New Media
- COM 530 Law & Ethics: A Line in the Sand
- COM 540 Second Self: Identity & Personal Brands
- COM 600 Communication for Leadership
- COM 610 More than Words: Communication by Design
- COM 620 Strategic Communication in a New Age



CHOOSE A CONCENTRATION

Or COMMUNICATION ELECTIVES *

ANY FOUR



Public Relations

- COM 555 * Reputation Management: Building a Brand
- COM 556 * Spread the Word: Social Media Practices
- COM 557 * Crisis Communication in a 24/7 World
- COM 558 * Integrated PR Campaigns & Measurement



Health Communications

- COM 575 * eHealth and Technology
- COM 576 * Health Communication and Culture
- COM 577 * Healthcare Ethics
- COM 578 * Contemporary Public Policy and Strategy



New Media & Marketing

- COM 565 * Communication with Media Technology
- COM 566 * Pen to Platform
- COM 567 * Digital Tools & Teams
- COM 568 * New Media Campaign Design & Marketing

Capstone Course

- COM 690 Communication Capstone

