Master of Arts in COMMUNICATION

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

**CHOOSE A CONCENTRATION**

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

**Health Communications**
- CDM 565: Health Communication and Culture
- CDM 577: Healthcare Ethics
- CDM 579: Contemporary Public Policy and Strategy

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

**Capstone Course**
- CDM 680: Communication Capstone