

# **MASTER OF ARTS (M.A.)**

## **ORGANIZATIONAL COMMUNICATION PURPOSES**

The purposes of the Department of Communication are:

1. To prepare students for the modern workplace or doctoral study.
2. To provide training in communication theory and skills.
3. To acquaint students with the latest communication technologies.
4. To provide students with training in interpersonal communication skills.
5. To provide students with knowledge about how communication works within an organizational context.

The Master of Arts in Organizational Communication with concentrations in health communication, public relations, news media, sociology, and marketing is designed to give communications students insights into communication problems and issues as they exist in those organizational settings and provide the knowledge, skills and tools to allow such to be addressed.

### **ADMISSION REQUIREMENTS**

In addition to meeting all University requirements for admission into Graduate School, students must meet the following Department regulations:

#### **REGULAR ADMISSION**

1. GRE general test score of 800 minimum (Verbal & Quantitative) on file in the Graduate School by no later than the final day of the student's first semester of enrollment; no students will be allowed to register for any courses for their second or any subsequent semester if the minimum GRE score has not been attained.
2. Minimum cumulative undergraduate grade point average of 3.0.
3. Bachelor's Degree in Communication or approved related field (see prerequisites below) from an accredited college or university.
4. Approval of Department Head and Graduate Coordinator.

#### **CONDITIONAL ADMISSION**

1. GRE general test score of 700 minimum (Verbal & Quantitative) on file in the Graduate School by no later than the final day of the student's first semester of enrollment; no students will be allowed to register for any courses for their second or any subsequent semester if the minimum GRE score has not been attained.
2. Minimum cumulative undergraduate grade point average of 2.5.
3. Bachelor's degree in Communication or approved related field from an accredited college or university.
4. Approval of Department Head and Graduate Coordinator.

### **REQUIREMENTS FOR REGISTERING FOR COURSES**

Organizational Communication M.A. students will adhere to the following registration policies:

1. All students must have an approved degree plan on file with the Department of Communication.
2. All Organizational Communication M.A. students must have completed the GRE by the end of their first semester of enrollment.
3. All students must obtain the Graduate Coordinator's written authorization for each course prior to registration each semester. Advising for all graduate courses is mandatory.
4. All students can substitute other courses to replace curriculum requirements or electives only with the department head's approval.
5. All students who have earned 12 cumulative hours must have earned regular admission status. Students who early registered for courses with the intent of gaining regular admission status after completing 12 cumulative hours but who did not earn regular admission status will be removed from the rolls of their courses.
6. All students who enroll in courses beyond the 12-hour limit must be admitted to candidacy for the master's degree.

## REQUIREMENTS FOR DEGREE

The Master of Organizational Communication is a non-thesis degree, requiring a total of 36 semester hours of graduate credit. Twenty-seven hours make up Department of Communication core requirements and nine additional hours are to be taken as electives. The variety of courses included will allow the student to focus on a single area of interest. On the other hand, some students might wish to take a more general approach, spreading the electives over several areas.

All students must pass a written comprehensive examination. Successful completion of the exam will require that the student pull together in a meaningful way the major theories, knowledge base, technologies, and practices covered in the required courses. A committee of graduate faculty members will determine whether the student passes or fails the exam.

### COMMUNICATION CORE REQUIREMENTS

(27 semester hours)

Communication 616.	Organizational Comm Training, Assessment, and Development	3 hours
Communication 619.	Advanced Interpersonal Communication	3 hours
Communication 620.	Organizational Culture and Diversity Issues	3 hours
Communication 621.	Organizational Communication Campaigns	3 hours
Communication 625.	Ethical and Legal Issues in Organizational Communication	3 hours
Communication 631.	New Technologies and Organizational Communication	3 hours
Communication 648.	Writing for Special Interest and New Media	3 hours
Communication 671.	Theories of Organizational Communication	3 hours
Communication 691.	Research Methods in Organizational Communication	3 hours
Total		27 hours

### ELECTIVES

Students must take 9 semester hours, chosen from the following courses. The student may elect to take 9 hours in one of the concentrations listed below, or to spread the 9 hours over two or three areas. Credit will not be accepted toward graduation if a student has completed a similar or companion 400 level course for any elective.

Communication 501	Scholastic Journalism	3 hours
Communication 510	Intercultural Communication	3 hours
Communication 513	Business and Professional Speaking	3 hours
Communication 518	Small Group Communication	3 hours
Communication 551	Media Management and Economics	3 hours
Communication 558	International Communication and Media	3 hours
Communication 561	Media Criticism	3 hours
Communication 563	Writing for Public Relations	3 hours
Communication 569	Video Documentary Production	3 hours
Communication 633	Communicating Leadership	3 hours
Communication 665	Strategic Public Relations	3 hours
Communication 667	Public Relations Theory and Practice	3 hours
Communication 669	Public Relations Issue and Crisis Management	3 hours
Communication 699	Special Topics in Communication	3 hours
English 548	Advanced Professional and Technical Writing	3 hours
English 647	Writing for a Professional Audience	3 hours
Health Studies 622	Stress Management Programming	3 hours
Health Studies 635	Worksite Health Promotion	3 hours
Health Studies 638	Program Planning and Evaluation	3 hours
Marketing 575	Current Marketing Issues	3 hours
Marketing 623	Marketing Communication	3 hours
Marketing 673	Marketing Administration	3 hours
Nursing 528	Management of Health Service Organizations	3 hours
Psychology 575	Industrial/Organizational Psychology	3 hours
Sociology 601	Complex Organizations	3 hours
Sociology 602	Social Stratification/Structured Inequality	3 hours
Sociology 607	Social Policy I	3 hours
Sociology 608	Social Policy II	3 hours
Sociology 698	Special Topics in Applied Sociology	3 hours

## CONCENTRATIONS

### HEALTH COMMUNICATION

Health Studies 622	Stress Management Programming	3 hours
Health Studies 635	Work-site Health Promotion	3 hours
Health Studies 638	Programming Planning and Evaluation	3 hours
Nursing 528	Management of Health Service Organization	3 hours

### MARKETING

Marketing 575	Current Marketing Issues	3 hours
Marketing 623	Marketing Communication	3 hours
Marketing 673	Marketing Administration	3 hours

### NEWS MEDIA

Communication 501	Scholastic Journalism	3 hours
Communication 513	Business and Professional Speaking	3 hours
Communication 551	Media Management and Economics	3 hours
Communication 558	International Communication and Media	3 hours
Communication 561	Media Criticism	3 hours
Communication 569	Video Documentary Production	3 hours

### PUBLIC RELATIONS

Communication 563	Writing for Public Relations	3 hours
Communication 665	Strategic Public Relations	3 hours
Communication 667	Public Relations Theory and Practice	3 hours
Communication 669	Public Relations Issue and Crisis Management	3 hours

### Sociology

Sociology 601	Complex Organizations	3 hours
Sociology 602	Social Stratification/Structured Inequality	3 hours
Sociology 607	Social Policy I	3 hours
Sociology 608	Social Policy II	3 hours
Sociology 698	Special Topics in Applied Sociology	3 hours