

## **Program Options**

### **Communication, M.A.**

The Master of Arts program prepares students broadly for doctoral work or professional advancement. Areas of emphasis include journalism, organizational communication, and rhetorical and communication studies.

Depending on their goals and background, M.A. students may choose either a thesis or non-thesis course of study. The thesis option is intended to prepare students for doctoral study. The non-thesis option is designed for students who seek advanced professional preparation with an academic foundation.

### **Management Communication, M.S.**

The Master of Science program is a specialized course of study in Management Communication offered in conjunction with the Pamplin School of Business Administration. The M.S. program reflects the important role communication plays in organizing and developing personnel in organizations and should be especially valuable for students pursuing careers in personnel, human resources or organizational communication.

Depending on their goals, M.S. students may choose to complete a thesis as part of their communication electives.

The following pages show checklists for these degree programs. Copies of these checklists are available in the Department of Communication Studies office (BC 262).

**MASTER OF ARTS - COMMUNICATION  
DEGREE CHECKLIST**

NAME \_\_\_\_\_ M.A.OPTION \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

DATE OF ADMISSION \_\_\_\_\_ ADVISOR \_\_\_\_\_

**CORE COURSES** (9 hours required. Students must earn a minimum 3.0 grade point average in core courses, including at least a B- grade in COM 500.)

<u>COURSE</u>	<u>DATE</u>	<u>GRADE</u>	<u>HOURS</u>
*CST 500	_____	_____	_____
CST 510	_____	_____	_____
CST 535	_____	_____	_____

**EMPHASES** (Choose Two Areas - Six Hours Each)

**JOURNALISM**

CST _____	_____	_____	_____
CST _____	_____	_____	_____

(CST 552 563, 564. Students whose academic or professional experiences do not include six hours of news writing and three hours of communication law or their equivalent must complete CST 352).

**ORGANIZATIONAL COMMUNICATION**

CST 533	_____	_____	_____
CST _____	_____	_____	_____

(CST 502, 516, 534, 581)

**RHETORICAL AND COMMUNICATION STUDIES**

CST _____	_____	_____	_____
CST _____	_____	_____	_____

(CST 501, 502, 511, 516, 520, 525, 530, 533, 540, 545 or approved substitutes).

\* A "B-" grade or better is required

Note: Courses listed in more than one area may be counted in the area of the student's choice.

**ELECTIVES** (15 hours, 6 credit hours may be a thesis)

<u>COURSE</u>	<u>DATE</u>	<u>GRADE</u>	<u>HOURS</u>
CST	_____	_____	_____
CST	_____	_____	_____
CST	_____	_____	_____
CST	_____	_____	_____
CST	_____	_____	_____

**THESIS** (3 or 6 credit hours)

Oral Defense Date \_\_\_\_\_

Committee Members

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**MASTER OF SCIENCE  
MANAGEMENT COMMUNICATION  
DEGREE CHECKLIST**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

DATE OF  
ADMISSION \_\_\_\_\_ ADVISOR \_\_\_\_\_

**CORE COURSES** (6 credit hours, depending on undergraduate preparation.)

COURSE	DATE	GRADE	HOURS
*CST 500	_____	_____	_____
CST 510	_____	_____	_____

**MAJOR REQUIREMENTS** (6 hours)

CST 533	_____	_____	_____
CST 534	_____	_____	_____

**SELECTED COURSES** (12 credit hours in communication and 12 credit hours in business. With the approval of the advisor, other courses in communication and business may be substituted for those listed. CST 581, Advanced Business Communication, must be completed unless the student can demonstrate professional-level competence in business communication.)

CST 581	_____	_____	_____
CST ____	_____	_____	_____
CST ____	_____	_____	_____
CST ____	_____	_____	_____

**Public Relations Track or Human Resource Track**

BUS ____	_____	_____	_____
BUS ____	_____	_____	_____
BUS ____	_____	_____	_____
BUS ____	_____	_____	_____

BUSINESS-COMMUNICATION COMPETENCE DEMONSTRATED DATE \_\_\_\_\_

\* A "B-" grade or better is required

## Masters of Science in Management Communication Business Requirements

Students will select (in consultation with their graduate program advisor) 12 hours of business electives from one of two tracks: Public Relations or Human Resource.

### **Public Relations Track**

BUS 517 - Non-Profit Marketing  
BUS 520 - Applied Marketing Strategies  
BUS 521 - Consumer Behavior  
BUS 524 - Integrated Marketing Communications  
BUS 525 – Sales and the Global Market  
BUS 526 – Sustainable Marketing  
BUS 544 - Managing Innovation and Technology  
BUS 571 - New Ventures Management  
BUS 59X - Special Topics

### **Human Resource Track**

BUS 511 - Cross Cultural Management  
BUS 512 - Leadership and Higher Level Management  
BUS 513 - Social Responsibility in Organizations  
BUS 515 – Management of Nonprofit Organizations  
BUS 523 - Negotiation and Persuasion Strategies  
BUS 541 - Human Resource Management  
BUS 544 - Managing Innovation and Technology  
BUS 59X - Special Topics