



Southeastern Louisiana University
Master of Arts
Organizational Communication

Purposes

The purposes of the Department of Communication are to:

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, management, marketing and general business 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).
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. Three letters of recommendation.
5. Approval of Department Head and Graduate Coordinator.

CONDITIONAL ADMISSION

1. GRE general test score of 700 minimum (Verbal & Quantitative).
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. Three letters of recommendation.
5. Approval of Department Head and Graduate Coordinator.

REQUIREMENTS FOR DEGREE

The Master of Organizational Communication is a non-thesis degree, requiring a total of 36 semester hours of graduate credit. Twenty-four hours are to be taken in the Department of Communication, and twelve hours are to be taken from courses in other departments as indicated below. 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.

As an additional requirement for graduation, each student must pass a written comprehensive examination, which will serve as a capstone experience. 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 three graduate faculty members will determine whether the student passes or fails the exam. The exam may not be taken more than twice.

COMMUNICATION CORE REQUIREMENTS

(24 semester hours)

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| Communication 518. Small Group Communication | 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 671. Theories of Organizational Communication..... | 3 hours |
| Communication 691. Research Methods in Organizational Communication..... | 3 hours |
| Total | 24 hours |

ELECTIVES

Students must take 12 semester hours, including English 548, 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 several areas:

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| English 548. Advanced Professional and Technical Writing..... | 3 hours |
| Health Studies 603. Contemporary Problems and Issues in Health | 3 hours |
| Health Studies 635. Worksite Health Promotion | 3 hours |
| Health Studies 638. Program Planning and Evaluation | 3 hours |
| Management 640. Seminar in Industrial Relations | 3 hours |
| Management 663. Organization Theory and Behavior | 3 hours |
| Management 691. Management Application of Microcomputers..... | 3 hours |
| Management 695. Special Topics in Management..... | 3 hours |
| Marketing 575. Current Marketing Issues..... | 3 hours |
| Marketing 623. Marketing Communication | 3 hours |
| Marketing 695. Special Topics in Marketing | 3 hours |
| Nursing 528. Management of Health Service Organizations | 3 hours |
| Business Technology 510. Office Systems Management..... | 3 hours |
| Business Technology 651. Technology in Business Communication | 3 hours |
| Business Technology 681. Administrative Communication Theory | 3 hours |
| Psychology 575. Industrial/Organizational Psychology..... | 3 hours |

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| Communication Core Requirements | 24 hours |
| Electives | 12 hours |

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| Total | 36 hours |
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CONCENTRATIONS

Health Communication (9 hours)

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| Health Studies 603. | Contemporary Problems and Issues in Health | 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 |

Management (9 hours)

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|-----------------|--|---------|
| Management 640. | Seminar in Industrial Relations | 3 hours |
| Management 663. | Organization Theory and Behavior | 3 hours |
| Management 691. | Management Application of Microcomputers | 3 hours |
| Management 695. | Special Topics in Management | 3 hours |

Marketing (9 hours)

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| Marketing 575. | Current Marketing Issues | 3 hours |
| Marketing 623. | Marketing Communication | 3 hours |
| Marketing 695. | Special Topics in Marketing | 3 hours |

General Business (9 hours)

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| Business Technology 510. | Office Systems Management | 3 hours |
| Business Technology 651. | Technology in Business Communication | 3 hours |
| Business Technology 681. | Administrative Communication Theory | 3 hours |