

ORGANIZATIONAL COMMUNICATION
COLLEGE OF ARTS, HUMANITIES AND SOCIAL SCIENCES
LEADING TO THE DEGREE OF MASTER OF ARTS

PURPOSES

The purposes of the Department of Languages and 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

To be considered for admission to the Master's in Organizational Communication, an applicant must:

1. Meet all university admission requirements.
2. Have a Bachelor of Arts or Bachelor of Science degree from an accredited university. It is not essential that the undergraduate degree be in communication. For more information, please contact the department.
3. Possess a cumulative grade point average that was used to attain a bachelor's degree of no lower than 2.5
4. Achieve a score of at least 1,100 by combining the applicant's verbal and quantitative GRE score and the applicant's undergraduate grade point average, noted above, multiplied by 100. For example, a prospective student with a 3.5 grade point average ($3.5 \times 100 = 350$) would need to score at least 750 on the combined verbal and quantitative GRE. A student with a 2.5 grade point average ($2.5 \times 100 = 250$) would need to score at least 850 on the combined verbal and quantitative GRE.
5. Achieve a GRE writing score of at least 3.5.
6. Participate in an advising meeting with the graduate coordinator after completing the above requirements.
7. Obtain approval by the graduate coordinator, the Department Head, and/or the graduate faculty.

Please note that the Master's in Organizational communication does not accept students on a provisional basis.

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 Languages and 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. Communication 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.

Business Technology 635 International Business	3 hours
Communication 501 Scholastic Journalism	3 hours
Communication 510 Intercultural Communication.....	3 hours
Communication 513 Advanced Professional Speaking	3 hours
Communication 518 Small Group Communication.....	3 hours
Communication 551 Media Management and Economics.....	3 hours
Communication 556 Ethical Issues in Mass Communication	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 593 History of Mass Communication	3 hours
Communication 595 Opinion Writing: Editorials and Critical Reviews	3 hours
Communication 617 Communication Culture and Health.....	3 hours
Communication 633 Communicating Leadership.....	3 hours
Communication 648 Leadership Management/Health Care Org.....	3 hours
Communication 656 Global Organizational Communication.....	3 hours
Communication 665 Strategic Public Relations.....	3 hours
Communication 667 Public Relations Theory and Practice.....	3 hours
Communication 675 Health Communication.....	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
Humanities 500 Special Topics in Linguistics	3 hours
Marketing 575 Current Marketing Issues.....	3 hours
Marketing 623 Marketing Communication	3 hours
Marketing 673 Marketing Administration.....	3 hours
Nursing 656 Global Organizational Communication.....	3 hours
Psychology 575 Industrial/Organizational Psychology	3 hours

CONCENTRATIONS

HEALTH COMMUNICATION

Communication 617 Communication, Culture, and Health	3 hours
Communication 675 Health Communication	3 hours
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 648 Nurse Leadership/Mgmt Health Care Organization.....	3 hours

Marketing

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

JOURNALISM

Communication 501 Scholastic Journalism	3 hours
Communication 513 Advanced Professional Speaking	3 hours
Communication 551 Media Management and Economics	3 hours

Communication 556	Ethical Issues in Mass Communication	3 hours
Communication 558	International Communication and Media	3 hours
Communication 561	Media Criticism	3 hours
Communication 569	Video Documentary Production	3 hours
Communication 593	History of Mass Communication	3 hours
Communication 595	Opinion Writing: Editorials and Critical Reviews	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