MA in Corporate Communication  
Baruch College/CUNY  
New York, New York  
Completed Thesis/Capstone Projects  
(revised May 2018)

Available at the Baruch College Library  
(http://www.baruch.cuny.edu/library/about/contact.html)  
or contact Professor Goodman at michael.goodman@baruch.cuny.edu

Strategic Communication and Recruitment Practices for Amplifying Racial Diversity in Commercial Real Estate  
Thesis by Brandon Levesque  
Advisor: Dr. Sarah Bishop  
Reader: Dr. Michael B. Goodman  
May 2018

Hashtags for Help: How Nonprofits Engage Supporters on Social Media  
Thesis by Mike Frisch  
Advisor: Dr. Michael B. Goodman  
Reader: Dr. Sarah Bishop  
May 2018

Internal Communication: The Secret of Success for Any Organization  
Thesis by Fama Gueye  
Advisor: Professor Stephen Dishart  
Reader: Dr. Michael B. Goodman  
May 2018

The Influence of Digital Media on Marketing and Advertising  
Thesis by Caliopia Petre  
Advisor: Professor Stephen Dishart  
Reader: Dr. Michael B. Goodman  
May 2018

The Impact of Paternity Leave on Work-Life Balance  
Thesis by Leighann Dunkley  
Advisor: Dr. Sarah Bishop  
Reader: Prof. Denise Patrick  
May 2018

The Importance of Internal Communications and Employee-Generated Content  
Thesis by Richard E. Gonzalez  
Advisor: Professor Stephen Dishart  
Reader: Dr. Michael B. Goodman
May 2018

**Fake News Defined: Understanding a New War on Information**
Thesis by **Mark Stein**
Advisor: Dr. Michael B. Goodman
Reader: Dr. Rianne Subijanto
May 2018

**No Homo: Homosexuality in Hip Hop Marketing**
Thesis by **Micaella Duncan**
Advisor: Dr. Allison Hahn
Reader: Dr. Caryn Medved
May 2018

**African American Natural Hair in the Workplace**
Thesis by **Cymon Thomas**
Advisor: Dr. Allison Hahn
Reader: Dr. Michael B. Goodman
May 2018

**An Analysis of the Messages Male Students Received about Higher Education**
Thesis by **Alejandro Mckenzie**
Advisor: Professor Michael Bayer
Reader: Dr. Michael B. Goodman
May 2018

**Influences of Unethical Employee Conduc...**
This thesis is cut off.

**Volkswagen’s Organizational Structure: Co-Management as the Driver of Unethical and Unlawful Conduct?**
Thesis by **Philipp Jago**
Advisor: Dr. Michael B. Goodman
Reader: Prof. Shelley Spector
May 2018

**Communication, Social Influencers and Social Media's Impact on Subscription Based Marketing**
Thesis by **Jennifer Pizzurro**
Advisor: Dr. Caryn Medved
Reader: Dr. Michael B. Goodman
May 2018

**CSR in the NFL: Can Corporate Social Responsibility save the National Football League?**
*Thesis by Kimberly Isidahomen*
Advisor: Professor Stephen Dishart
Reader: Dr. Michael B. Goodman
May 2018

**Employee Volunteerism: Its Impact and How It is Evolving**
*Thesis by Damelvy Rodriguiz*
Advisor: Prof. Stephen Dishart
Reader: Dr. Caryn Medved
May 2018

**Crisis Management and Reputation: A case study of Facework Strategies for Two Sports Scandals**
*Thesis by Bryan Loor-Almonte*
Advisor: Dr. Elizabeth Minei
Reader: Professor Peter Horowitz
January 2018

**Cultural Competence at Work: Bridging LGBTQ Identity and Work-Policy Conflicts**
*Thesis by Simone McGill Warren*
Advisor: Dr. Elizabeth Minei
Reader: Dr. Caryn Medved
January 2018

**Corporate Communication and Immigration Policies: An Analysis of Corporate Communication Industry and Political Issues**
*Thesis by Amanda Lisboa*
Advisor: Dr. Michael B. Goodman
Reader: Dr. Caryn Medved
January 2018

**Professional Empathy in the Field Services**
*Thesis by Petros Halkias*
Advisor: Professor Stephen Dishart
Reader: Dr. Michael B. Goodman
January 2018

**Stranded Assets: ExxonMobil’s Reputation Strategies Versus the Climate Change Movement 2015-17**
*Thesis by Richard Etchison*
Advisor: Dr. Eric Gander
Reader: Dr. Caryn Medved
December 2017
The Role of Leadership in Shaping Organizational Culture: UN Leadership 2016-2017
Thesis by Melodie Carli
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
May 2017

General Electric: A Case Study in Support of Flexible Work Environments
Thesis by Caitlin Finnegan
Advisor: Dr. Sarah Bishop
Reader: Dr. Michael B. Goodman
May 2017

Yesterday’s (Fake) News
Thesis by George Dalamas
Advisor: Dr. Michael B. Goodman
Reader: Dr. Allison Hahn
May 2017

Do Environmental NGO’s Fight Climate Change with Words?: A Study of the Language Used by the Natural Resources Defense Council, The Environmental Defense Fund, and 350.Org
Thesis by John Martin
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
May 2017

New Era of Policing: Community Policing and Reputation Management within the NYPD
Thesis by Angeliesse Acevedo
Advisor: Dr. Michael B. Goodman
Reader: Professor Michael Bayer
May 2017

Millennials in the Workplace: The Values, Preferences, Perceptions and Explanations of High Turnover in Their Generation
Thesis by Stephanie Ficca
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
May 2017

Children’s Education in Bangladesh: Opportunities for Corporate and Development Organization Support
Thesis by Sarwat Zabeen
Advisor: Dr. Allison Hahn
Reader: Dr. Caryn Medved
May 2017
Crisis Response Phase in Crisis Communication: Analysis of Volkswagen’s and Chipotle’s Crisis Responses
Thesis by Irem Alkut
Advisor: Dr. Michael B. Goodman
Reader: Dr. Allison Hahn
May 2017

Organizational Culture of Startups in Coworking Spaces
Thesis by Mariana Braz
Advisor: Dr. Caryn Medved
Reader: Dr. Sarah Bishop
May 2017

Corporate Diplomacy
Thesis by Edwin Tintin
Advisor: Dr. Allison Hahn
Reader: Dr. Michael B. Goodman
May 2017

Rhetorical Analysis of the Dakota Access Pipeline
Thesis by Marisa Monte
Advisor: Dr. Allison Hahn
Reader: Dr. Caryn Medved
May 2017

The Silencing of Elizabeth Warren: A Case of Digital Persistence
Thesis by Kathy Rushforth
Advisor: Dr. Allison Hahn
Reader: Dr. Caryn Medved
May 2017

Nuances Between Low-Context and High-Context Communication.
Thesis by Begum Ugurlu
Advisor: Dr. Allison Hahn
Reader: Dr. Caryn Medved
May 2017

The Effects of the Samsung Galaxy Note 7 Video Advertisements on Consumer Emotions in the United States and in the People’s Republic of China.
Thesis by Edward Arias
Advisor: Dr. Allison Hahn
Reader: Dr. Michael B. Goodman
May 2017
Re-Tailoring Masculinity: How Male Fashion Influencers are Defining a New Taste and a New Identity for Men
Thesis by Chiara Basso
Advisor: Dr. Caryn Medved
Reader: Dr. Michael B. Goodman
May 2017

Online Dating Racism and YouTube’s Role in Awareness Raising
Thesis by Nicholas Ledner
Advisor: Dr. Caryn Medved
Reader: Dr. Allison Hahn
December 2016

Tinder and Paktor: How Two Similar Mobile Dating Apps Try to Break Through Prejudices in the United States and Southeast and East Asia
Thesis by Violet Tran
Advisor: Professor Peter Horowitz
Reader: Dr. Caryn Medved
December 2016

The All-Inclusive Start-Up: CSR Narratives in the Modern Social Start-Up
Thesis by Miquel Morales
Advisor: Dr. Caryn Medved
Reader: Dr. Allison Hahn
December 2016

Outlander’s Gaze: The capitalization of the female gaze as a public relations and marketing tool
Thesis by Jodiann Morris
Advisor: Dr. Alison Griffiths
Reader: Dr. Caryn Medved
December 2016

CSR Communication and Consumer Perceptions: A Case Study of Unilever
Thesis by Marianna Frantzis
Advisor: Dr. Michael B. Goodman
Reader: Dr. Caryn Medved
September 2016

Love Thy Neighbor: A Case Study on Airbnb and Uber’s Communication Strategy
Thesis by Stephanie Wajntraub
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
May 2016
Internal Communication of CSR initiatives: a Case Study of a Taiwan Based Multinational Company
Thesis by Yun-Chen Chang
Advisor: Dr. Michael B. Goodman
Reader: Dr. Caryn Medved
May 2016

Emerging from Marriage Inc.: Communications Trends Amongst the Divorced
Thesis by Rebecca Carriero
Advisor: Professor Peter Horowitz
Reader: Dr. Caryn Medved
May 2016

Mobile Application as a Channel of Corporate Communication to Shape Corporate Image
Thesis by Chin-Tsung Wang
Advisor: Dr. Michael B. Goodman
Reader: Dr. Caryn Medved
May 2016

Leading Practices in Communicating Corporate Social Responsibility Collaborations Between Business and Nonprofits to Achieve Enhanced Reputation
Thesis by Dana Pungello
Advisor: Dr. Michael B. Goodman
Reader: Dr. Caryn Medved
May 2016

Millennials on the Move: Employer Reputation & Employee Engagement
Thesis by Michael Ciaramella
Advisor: Dr. Michael B. Goodman
Reader: Dr. Caryn Medved
May 2016

Corporate America and Media: Hiring Managers Perception of Employee Appearance
Thesis by Asha Atkins
Advisor: Dr. Elizabeth Minei
Reader: Dr. Allison Hahn
May 2016

Brand Identity Coupling: How a Start-up Avoids Mismanaging Their Brand
Thesis by Kareem Mumford
Advisor: Dr. Elizabeth Minei
Reader: Professor Peter Horowitz
May 2016

Online-to-offline (O2O) Marketing in the Chinese Dining Industry
Thesis by Jinjin Xu
Advisor: Dr. Michael B. Goodman
Reader: Dr. Allison Hahn
May 2016

*Real Artists Move Fast and Ship Broken Things: Programmer and Hacker Culture in the Communication Landscape*
Thesis by **Vera Ruel-Wunsch**
Advisor: Professor Peter B. Hirsch
Reader: Dr. Michael B. Goodman
December 2015

*A Quantitative Study of the Impact of Social Media Reviews on Brand Perception*
Thesis by **Neha Joshi**
Advisor: Professor Peter Horowitz
Reader: Dr. Caryn Medved
December 2015

*Choose Your Cellphone Provider: Using Behavioral Sciences in Telecom Advertisements*
Thesis by **Anu Jagga-Narang**
Advisor: Professor Peter Horowitz
Reader: Professor Peter B. Hirsch
December 2015

*Corporate Culture Adultery: The Case of Denmark and the United States*
Thesis by **Tina Breiner**
Advisor: Dr. Elizabeth Minei
Reader: Dr. Richard Wilkins
December 2015

*The Use of Social Media Within At-Risk Youth Nonprofit Organization*
Thesis by **Blanca Rodriguez**
Advisor: Dr. Michael B. Goodman
Reader: Tracy Jackson, MA, PA-C, Clinical Coordinator and Medical Lecturer at The City College of New York, The Sophie Davis School of Biomedical Education/ Physician Assistant Program at Harlem Hospital Center
September 2015

*Investigating Assumptions about the Importance of Computational Thinking Skills in Corporate Communication*
Thesis by **Cori Carl**
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
September 2015

*Social Media: A Platform for Entrepreneur Among Millennials*
Thesis by **Lynfred Hoyte**
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
September 2015

**Putting Students First: Creating a Social Media Strategy for Guttman Community College**
Thesis by Omairys Rodriguez
Advisor: Professor Stephen Dishart
Reader: Dr. Michael B. Goodman
September 2015

**Corporate Culture is Corporate Success: A T-Mobile U.S., Inc. Case Study**
Thesis by Julia Shteyman
Advisor: Professor Stephen Dishart
Reader: Dr. Michael B. Goodman
September 2015

**Social Media and The Communication Professional**
Thesis by Jessica Jacques
Advisor: Professor Stephen Dishart
Reader: Professor Peter B. Hirsch
September 2015

**Cash, Credit, Bitcoin**
Thesis by Benjamin Young
Advisor: Professor Peter B. Hirsch
Reader: Dr. Michael B. Goodman
September 2015

**Developing Student Attributes for the Virtual Workplace**
Thesis by Toni Joy Incandela
Advisor: Dr. Elizabeth Minei
Reader: Dr. Michael B. Goodman
May 2015

**Experiences and Patterns: Inductive Storytelling and its Attention Getting Characteristics**
Thesis by Meeckel Beecher
Advisor: Dr. Elizabeth Minei
Reader: Dr. Jayson Harsin
May 2015

**How to Keep Your Online Reputation Clean: A Case Study of Jones v. The Dirty**
Thesis by Georgena Pilitsis
Advisor: Dr. Eric Gander
Reader: Dr. Jayson Harsin
May 2015

**Women in the Workplace: An Exploration of Gender Barriers and Challenges Portrayed in Popular Television Fiction**
Thesis by Sarah Dyer
Advisor: Professor Peter B. Hirsch
Reader: Professor Stephen Dishart; Dr. Alison Griffiths
May 2015

Measuring Museum’s Social Media Influence: a Study of Three New York Museums
Thesis by Xiaoyu Chen
Advisor: Dr. Michael B. Goodman
May 2015

Modern Rise of a Knitting Subculture: A Look at How Mainstream Media Fails to Reflect a Progressive Culture Change by Perpetuating Stereotypical Identity Types
Thesis by Brandyce Pechillo
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
September 2014

Global High-Tech Companies’ Corporate Communication in The China Market
Thesis by Hui Zhong
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
September 2014

The Norm of Tipping and Workplace Culture: An Analysis of the Past and Present
Thesis by Melissa Logan
Advisor: Dr. Michael B. Goodman
Reader: Dr. Jana O’Keefe-Bazzoni
September 2014

Consumer Reactions to the Inclusion of E-commerce in Facebook
Thesis by Dhanya Hemanth Raj
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter B. Hirsch
September 2014

Cultural Chinglish
Thesis by Alvin Tran
Advisor: Dr. Elisabeth Gareis
Reader: Professor Peter Horowitz
September 2014

Communicating with the Orphaned Corporate Subject: Sponsorship and Production of Simulated Realities in Early 1940s Corporate Film
Thesis by Selcuk Pir
Advisor: Dr. Alison Griffiths
Reader: Dr. Jayson Harsin


Social Media Influence on Millennials Purchasing Decisions
Thesis by Christina Markoski
Advisor: Dr. Alison Griffiths
Reader: Professor Donald Singletary
September 2014

Remodeling Media: How broadcasting companies are responding to threats and opportunities of new media. A case study of NBC Universal
Thesis by Tatiana Linkova
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
May 2014

"Princeton, we have a Problem" The Opt-out Revolution of Elite College Educated Women, and the Impact on Corporate Culture
Thesis by Carley Tableman
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
May 2014

Wal-Mart's Public Relations Strategy in New York City During 2010 to 2012: A Case Study
Thesis by Eric Lugo
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
May 2014

Why Should Hospitals Care About Social Media? A Study With Four Case Examples
Thesis by Priyanka Dave
Advisor: Dr. Michael B. Goodman
Reader: Professor Allison Clair
May 2014

Appreciated: A Phenomenological Study on Employee Newsletters, Inoculation Messages, and Employees' Feelings of Belonging at Work.
Thesis by Marissa Levitan
Advisor: Dr. Suzanne Epstein
Reader: Professor Peter Horowitz
May 2014

The Corporate Image of Credit Rating Agencies
Thesis by Marquis Green
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
May 2014
Women, Corporate Leadership and the Glass Ceiling: Have We Come a Long Way, Baby?
Thesis by Odalis Ortiz
Advisor: Dr. Alison Griffiths
Reader: Dr. Eric Gander
May 2014

Marketing in Different Cultures, a Case Study on How Chobani Succeeded in American culture
Thesis by Tugce Sagiroglu
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
May 2014

From Click to Act: How nonprofit organizations can use social media to generate funds and increase volunteerism
Thesis by Patcharavadee Julotai
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
May 2014

The New Age in Basketball Training- A Strategic Communications Plan
Thesis by Sadia Mehmood
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
May 2014

Analysis of Performance Management on Employee Motivation
Thesis by Sheena Grant
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
May 2014

Thesis by Yuridia Peña
Advisor: Dr. Eric Gander
Reader: Dr. Michael B. Goodman
May 2014

A Framework Towards Transparency: Strategy Playbook for the Modern Conglomerate
Thesis by Susanne Templo
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
May 2014
Corporate Image and Employment
Thesis by Marvin More
Advisor: Dr. Michael B. Goodman
Reader: Dr. Jana O'Keefe Bazzoni
May 2014

And What’s the Good News? A Comparative Textual Analysis of Layoff Communication in the German and U.S. Airline Industries
Thesis by Sandra Rieger
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
January 2014

Hispanic Millennials, Understanding Common Traits and How to Communicate with Them Without Falling into Stereotypes
Thesis by Daniela Fleisman
Advisor - Dr. Michael B. Goodman
January 2014

Towards an Integrative Conception of Corporate Identity
Thesis by Manuel Alejandro Rodriguez Pardo
Advisor - Professor Stephen Dishart
January 2014

'AP' Stands for 'Associated Press': The First Corporate Rebranding of the World's Oldest Media Company
Thesis by Hal Hilliard
Advisor - Dr. Michael B. Goodman
January 2014

Implications of Telecommuting on Work-Life Balance and Job Satisfaction
Thesis by Veronica Roses
Advisor - Dr. Michael B. Goodman
December 2013

All Work No Play: A study of work-life balance
Thesis by Melissa Felrice
Advisor - Dr. Michael B. Goodman
December 2013

The Standard Table of Influence and Strategic Communication by Theatre Publicists
Thesis by Lauren Wolman
Advisor - Dr. Michael B. Goodman
December 2013

Seven Days in January: Citizens United and America's Complex Corporate Relationship
Capstone Project by Ellissa Corwin
Advisor - Dr. Eric Gander
December 2013

Sisters Are Doin' It To Themselves: Examining Messages on Women and Leadership in Sheryl Sandberg's Lean In
Capstone Project by Courtney Kurysh
Advisor - Dr. Michael B. Goodman
December 2013

Invisible Children and Kony 2012: A Case Study
Capstone Project by Alex Zimmerman
Advisor – Professor Peter Horowitz
December 2013

Reputation Repair: Rebranding as a Strategy
Thesis by Kelley Bertoli
Advisor - Dr. Michael B. Goodman
December 2013

Promoting Organizational Diversity through Strategic Diversity Communication
Thesis by Maryanne Ravenel
Advisor – Dr. Caryn Medved
August 2013

The Corporate Government Relation in China: Case Study on American Multinationals, Eastman Kodak & Amway Corporation
Thesis by Tiphanie Cheng
Advisor - Dr. Michael B. Goodman
August 2013

Coming Up Short: Why Wal-Mart’s Selective Embrace of Sustainability Can’t Solve Its Reputation Challenges
Thesis by Ben Samuels
Advisor - Dr. Michael B. Goodman
August 2013

The Impact of Psychological Reactance on the reception of Employee Communication during Mergers & Acquisitions: A Case study of Forerunner Telecom, Inc.
Thesis by Josephine Silla
Advisor - Dr. Michael B. Goodman
August 2013

A Study of Open Office Spaces in the PR Industry
Thesis by Jenny Chang
Advisor - Dr. Michael B. Goodman
May 2013

*Disaster Relief Logistics and Communication*
Capstone Project by Karine Sipel
Advisor – Professor Peter Horowitz
May 2013

*The work-life attitudes of Chinese millennial and managerial communication – A small law firm case study*
Thesis by Jiayu Li
Advisor - Dr. Caryn Medved
May 2013

*Cultural Business Communication Survival Kit for the American Business Person in Israel*
Thesis by Ahuva Yakov
Advisor - Dr. Michael B. Goodman
May 2013

*The Rise of the Chief Culture Officer*
Capstone Project by Nicole Castro
Advisor - Dr. Michael B. Goodman
May 2013

*Framing Maternity Leave Policy in the United States*
Thesis by Anastasiya Malisheva
Advisor - Dr. Caryn Medved
May 2013

*Analysis of the Advertising and Marketing Strategies of the Target Corporation*
Thesis by Amy Ragone
Advisor - Dr. Eric Gander
May 2013

*Corporate Communication and Sustainability: A Study of Research in (Slow) Motion*
Thesis by Kristia Beaubrun
Advisor – Professor Peter Horowitz
May 2013

*Ethnic Russian immigrants’ acculturation experiences related to overcoming the English learning difficulties at their workplace*
Thesis by Liana Sargsyan
Advisor - Dr. Michael B. Goodman
May 2013
Corporate Social Responsibility and its Effect on the Bottom Line
Thesis by Kelly Phillips
Advisor - Dr. Michael B. Goodman
May 2013

Reputation Management in the Non-Consumer Manufacturing Sector
Capstone Project by Samantha Gouy
Advisor - Dr. Michael B. Goodman
January 2013

Crisis Communication and Social Media: A Chick-fil-A Case Study
Capstone Project by Michele Sack
Advisor - Dr. Michael B. Goodman
January 2013

Breakthrough Communications at NYC Health and Hospitals Corporation
Capstone Project by Rieke Celebi
Advisor - Dr. Michael B. Goodman
January 2013

Best Practices in Crisis Communication and Social Media Influence
Thesis by Lauren Zinsmeister
Advisor - Professor Peter Horowitz
December 2012

Brand Voice in Social Media – A Strategic Guideline to Develop and Maintain a Consistent
Brand Voice in Social Media
Thesis by Katharina Volkmer
Advisor - Dr. Michael B. Goodman
December 2012

Cause-Related Marketing (CRM): Using the Theory of Psychological Reactance to Build
Effective Campaigns
Thesis by Nikita Turnbull
Advisor - Dr. Brian Housholder
December 2012

Coby Crisis Communication Workbook
Capstone Project by Ortega Katabarwa
Advisor - Professor Stephen Dishart
December 2012

Occupy Wall Street & The Effect of a Grassroots Initiative on Corporate Identity &
Personhood Case Studies of Brookfield Office Properties Inc. & Ben and Jerry’s Inc.
Capstone Project by Sutira Srakhao
Advisor - Dr. Michael B. Goodman
December 2012

Social Media Engagement on Forums by Prevalence of Disease State
Thesis by Carol Nordin
Advisor - Dr. Michael B. Goodman
December 2012

The Effect of a Company’s Corporate Culture on Customer
 Satisfaction A Case Study of the Walt Disney Company
Capstone Project by Denise Abou-Chrouch
Advisor - Dr. Michael B. Goodman
August 2012

Social Media and Nonprofit Organizations in China: The Scandal Surrounding the Red Cross
Capstone Project by Sichen Liu
Advisor – Dr. Alison Griffiths
May 2012

SOPA: Intellectual Property Protection or Internet Censorship
Thesis by Domenica R. Karbid
Advisor Dr. Eric M. Gander
May 2012

The Implications of User-Generated Advertising on Corporate Advertising Structures
Capstone Project by Catherine J. LaRocca
Advisor - Dr. Michael B. Goodman
February 2012

Are Corporate Social Responsibility programs destined to act as empty PR promises, or can they become part of core business: an exploratory look into BP
Thesis by Grace Roodhouse
Advisor - Dr. Michael B. Goodman
December 2011

Corporate Communication Campaign for Boys’ Towns of Italy
Capstone Project by Deepti Parekh
Advisor - Dr. Michael B. Goodman
December 2011

Effective Communications: Expert Communicators Best Practices and Top Skills
Thesis by Allison Clair
Advisor - Dr. Michael B. Goodman
December 2011

The UN Communication Strategy: Some Challenges and Recommendations