

MA in Corporate Communication

- For additional program information see the [Weissman School website](#)

The MA in Corporate Communication is a 36-credit program that is designed to prepare both aspiring and practicing corporate communication professionals to plan, implement, and assess corporate communication strategies in business and industry.

It is strongly recommended that applicants possess: facility with digital media, intranet, social media, and website design and applications; an understanding of business management; and foreign language facility. Proficiency in these areas should be demonstrated through formal undergraduate courses, work experience, and/or professional workshops or courses.

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| Courses in Specialization (36 credits) | | |
| Core Courses - 5 seminars (15 credits) | | |
| COM 9510 | Legal and Ethical Issues in Corporate Communication | 3 |
| COM 9620 | Corporate Communication | 3 |
| COM 9635 | Research Methods (Quantitative) in Corporate Communication | 3 |
| COM 9640 | Qualitative Research Methods in Corporate Communication | 3 |
| | <i>and</i> | |
| Choose one of the following courses: | | |
| COM 9139 | Communication Strategy | 3 |
| COM 9505 | Media Analysis for Corporate Communication | 3 |
| COM 9656 | International Business Communication | 3 |
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| Exit Requirement (3 credits) | | |
| COM 9991 | MA Thesis in Corporate Communication | 3 |
| | <i>or</i> | |
| COM 9992 | MA Capstone Project in Corporate Communication | 3 |
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| Corporate Communication Elective Courses - 6 seminars (18 credits) | | |
| Select six courses from the following: | | |
| COM 9108 | Communication and Information Technology | 3 |
| COM 9139 | Communication Strategy | 3 |
| COM 9505 | Media Analysis for Corporate Communication | 3 |
| COM 9515 | Graphic Design for Media Professionals | 3 |
| COM 9625 | Corporate Culture and Sustainability | 3 |
| COM 9626 | Counseling the Corporation | 3 |
| COM 9630 | Corporate Media Relations | 3 |
| COM 9650 | Multinational Corporate Communication and Culture | 3 |
| COM 9651 | Theories of Persuasion | 3 |
| COM 9652 | Crisis Communication | 3 |
| COM 9653 | Investor Relations | 3 |
| COM 9654 | Employee Communication | 3 |
| COM 9655 | Corporate Advertising, Image, and Identity | 3 |
| COM 9656 | International Business Communication | 3 |
| COM 9657 | Video Production for Corporate Communication | 3 |
| COM 9658 | Reputation Management | 3 |
| COM 9660 | Selected Topics in Corporate Communication | 3 |
| COM 9800 | Internship in Corporate Communication | 3 |

