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.

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
	and	
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
Exit Requirement (3 credits)		
COM 9991	MA Thesis in Corprate Communication	3
	or	
COM 9992	MA Capstone Project in Corprate Communication	3
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
COM 9900	Independent Study	3