

# 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 organizations.

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

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|---------------------------------------------------------------------------|------------------------------------------------------------|-----------|
| <b>Courses in Specialization</b> (36 credits)                             |                                                            |           |
| <b>Core Courses - 5 seminars</b> (15 credits)                             |                                                            |           |
| <b>Elective Courses - 6 seminars</b> (18 credits)                         |                                                            |           |
| <b>Exit Requirement - Thesis or Capstone</b> (3 credits)                  |                                                            |           |
| <a href="#">COM 9510</a>                                                  | Legal and Ethical Issues in Corporate Communication        | 3 credits |
| <a href="#">COM 9620</a>                                                  | Corporate Communication                                    | 3 credits |
| <a href="#">COM 9635</a>                                                  | Research Methods (Quantitative) in Corporate Communication | 3 credits |
| <a href="#">COM 9640</a>                                                  | Qualitative Research Methods in Corporate Communication    | 3 credits |
|                                                                           | <i>and</i>                                                 |           |
| Choose one of the following courses:                                      |                                                            |           |
| <a href="#">COM 9139</a>                                                  | Communication Strategy                                     | 3 credits |
| <a href="#">COM 9505</a>                                                  | Media Analysis for Corporate Communication                 | 3 credits |
| <a href="#">COM 9656</a>                                                  | International Business Communication                       | 3 credits |
|                                                                           |                                                            |           |
| <b>Exit Requirement</b> (3 credits)                                       |                                                            |           |
| <a href="#">COM 9991</a>                                                  | MA Thesis in Corporate Communication                       | 3 credits |
|                                                                           | <i>or</i>                                                  |           |
| <a href="#">COM 9992</a>                                                  | MA Capstone Project in Corporate Communication             | 3 credits |
|                                                                           |                                                            |           |
| <b>Corporate Communication Elective Courses - 6 seminars</b> (18 credits) |                                                            |           |
| Select six courses from the following:                                    |                                                            |           |
| <a href="#">COM 9108</a>                                                  | Communication and Information Technology                   | 3 credits |
| <a href="#">COM 9139</a>                                                  | Communication Strategy                                     | 3 credits |
| <a href="#">COM 9505</a>                                                  | Media Analysis for Corporate Communication                 | 3 credits |

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|--------------|------------------------------------------------------------------|-------------|
| COM 9515     | Graphic Design for Media Professionals                           | 3 credits   |
| COM 9625     | Corporate Culture and Sustainability                             | 3 credits   |
| COM 9626     | Counseling the Corporation                                       | 3 credits   |
| COM/PAF 9627 | Work-Life Communication                                          | 3 credits   |
| COM 9630     | Corporate Media Relations                                        | 3 credits   |
| COM 9636     | Corporate Representation in Film, TV, Advertising, and New Media | 3 credits   |
| COM 9650     | Multinational Corporate Communication and Culture                | 3 credits   |
| COM 9651     | Theories of Persuasion                                           | 3 credits   |
| COM 9652     | Crisis Communication                                             | 3 credits   |
| COM 9653     | Investor Relations                                               | 3 credits   |
| COM 9654     | Employee Communication                                           | 3 credits   |
| COM 9655     | Corporate Advertising, Image, and Identity                       | 3 credits   |
| COM 9656     | International Business Communication                             | 3 credits   |
| COM 9657     | Video Production for Corporate Communication                     | 3 credits   |
| COM 9658     | Reputation Management                                            | 3 credits   |
| COM 9659     | Business Issues for Corporate Communication                      | 3 credits   |
| COM 9660     | Selected Topics in Corporate Communication                       | 3 credits   |
| COM 9661     | Selected Topics in Corporate Communication (1)                   | 1 credit    |
| COM 9662     | Selected Topics in Corporate Communication (2)                   | 2 credits   |
| COM 9663     | Selected Topics in Corporate Communication (1.5)                 | 1.5 credits |
| COM 9800     | Internship in Corporate Communication                            | 3 credits   |
| COM 9900     | Independent Study                                                | 3 credits   |