

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 credits
COM 9620	Corporate Communication	3 credits
COM 9635	Research Methods (Quantitative) in Corporate Communication	3 credits
COM 9640	Qualitative Research Methods in Corporate Communication	3 credits
	<i>and</i>	
Choose one of the following courses:		
COM 9139	Communication Strategy	3 credits
COM 9505	Media Analysis for Corporate Communication	3 credits
COM 9656	International Business Communication	3 credits
Exit Requirement (3 credits)		
COM 9991	MA Thesis in Corporate Communication	3 credits
	<i>or</i>	
COM 9992	MA Capstone Project in Corporate Communication	3 credits
Corporate Communication Elective Courses - 6 seminars (18 credits)		
Select six courses from the following:		
COM 9108	Communication and Information Technology	3 credits
COM 9139	Communication Strategy	3 credits
COM 9505	Media Analysis for Corporate Communication	3 credits
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 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