

# 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.

## Program Learning Goals

Upon completion of an MA in Corporate Communication, students will be able to:

1. Demonstrate intellectual competency in the field.
2. Exhibit ethical understanding and awareness.
3. Apply effective and appropriate research tools and techniques.
4. Display competence in the strategic integration of knowledge.
5. Demonstrate knowledge of, and competency in, effective leadership.
6. Display media and technology literacy and expertise.
7. Comprehend and apply the theory and practice of strategic intercultural and global communication.
8. Analyze, evaluate, and synthesize information to facilitate effective decision-making.
9. Demonstrate appropriate and effective advocacy competence.

## Program Curriculum

<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)		

COM 9991	MA Thesis in Corporate Communication	3 credits
	<i>or</i>	
COM 9992	MA Capstone Project in Corporate Communication	3 credits
<b>Corporate Communication Elective Courses - 6 seminars</b> (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 9641	From Plato to Twitter: A History of Influence, Media, and Public Opinion	3 credits
COM 9642	Power, Privilege, and Difference	3 credits
COM 9643	Healthcare Communication and Public Relations	3 credits
COM 9650	Multinational Corporate Communication and Culture	3 credits
COM 9651	Persuasion and Advocacy	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

<a href="#">COM 9662</a>	Selected Topics in Corporate Communication (2)	2 credits
<a href="#">COM 9663</a>	Selected Topics in Corporate Communication (1.5)	1.5 credits
<a href="#">COM 9670</a>	Global Communication, Media, and Culture	3 credits
<a href="#">COM 9671</a>	Organizational Responses to Social Movements and Social Media	3 credits
<a href="#">COM 9672</a>	Visual Culture	3 credits
<a href="#">COM 9673</a>	Theories of Globalization and Culture	3 credits
<a href="#">COM 9674</a>	International Perspectives on Digital and Media Literacy	3 credits
<a href="#">COM 9800</a>	Internship in Corporate Communication	3 credits
<a href="#">COM 9801</a>	Internship in Corporate Communication	1 credit
<a href="#">COM 9900</a>	Independent Study	3 credits