

COMMUNICATION MAJOR (M.A.)

Program Director: Ruth Tsuria, Ph.D.

The Master of Arts in Communication is a 36-credit on-campus program in which students develop critical communication skills associated with human interaction and research practices in ways that are grounded in theory and can be immediately applied in practice. Students are challenged to think creatively, apply state-of-the-art technology, and sharpen their communication competencies and knowledge base in a dynamic and highly interactive environment reflecting real world scenarios. A unique *Communication Portfolio* course assists students in transitioning from their graduate studies to an employment opportunity or toward further study.

The program currently offers three areas of study.

- **Digital Communication and Communication Technologies** focuses on communication technologies in corporations, organization and human relations including device usage, adoptions and applications.
- **Communication in Organizations** teaches students to enhance workplace communication capabilities by focusing on decision making and problem solving within employee relations, management communication and digital interaction.
- **Public Relations** teaches students to develop strategic messages for diverse audiences and build mutually beneficial relationships by focusing on the unique management function of the discipline and examining advanced concepts, theories, and methods through a global framework.

Curriculum Requirements

The Master of Arts in Communication requires 36 credits distributed as follows:

Code	Title	Hours
Communication Coursework		
COTC 7110	Communication Research	3
COMM 8000	Communication Research Methods	3
COMM 8500	Communication Portfolio	3
Areas of Study		
Select 12 credits in one of the following tracks:		12
<i>Digital Communication/Communication Technologies</i>		
COMM 7002	New Media and Orgn'tl Comm	
COMM 7551	The Internet and Communication	
COMM 7775	Theory-Practice Digital Comm	
COTC 8110	Communication Ethics	
<i>Communication in Organizations</i>		
COTC 6100	Intro Organizational Comm	
COMM 7413	Training and Development	
COMM 7503	Leaders Change and Org Culture	
COMM 7763		
<i>Public Relations</i>		
COPR 6000	PR Research and Writing	
COPR 6002	Global Perspectives	
COPR 6003	Theory - Principles of PR	
COPR 8003	Strategic Plan - Practical App	

Communication Electives		
Select nine credits of approved electives		9
Thesis-related coursework		
COMM 8199	Sp Tp - Master's Project I	3
COMM 8200	Sp Tp - Master's Project II	3
Total Hours		36

For more information about this program, visit <https://www.shu.edu/academics/ma-communication.cfm> or contact Ms. Brittany Scoles, via email at brittany.scoles@shu.edu.