MASTER OF SCIENCE IN CORPORATE TRAINING AND COMMUNICATION

PLAN OF STUDY

Purdue University's 100% online master's program is designed for industry professionals seeking to transform their organization through enhanced educational and communication practices focused on improving workplace effectiveness.

The online degree consists of 30 credits over 10 courses that can be completed in just 12-20 months.

Seminar in Strategic Communication must be the first course taken in the program amongst the Communication courses.

PLAN OF STUDY BY AREA	CREDITS
LEARNING DESIGN & TECHNOLOGY	*12*
COMMUNICATION	*15*
PRACTICUM	*3*
GRAND TOTAL	*30*

LEARNING DESIGN AND TECHNOLOGY

Learning Theory and Instructional Design

This course helps students learn how theories of human learning and motivation can be applied to the instructional process in order to make the process more effective, efficient, and/or appealing. The focus of the course is on two areas: 1) the theoretical principles that have contributed to the field of Instructional Design (ID), and 2) how those principles can be applied in practical settings.

Learning Systems Design

This course examines the processes of instructional design within a project-based context. A primary focus is on the design of effective learning strategies that are motivating, efficient and effective. Practical aspects of designing instructional learning systems in the classroom and workplace are addressed while completing project work.

Introduction to E-Learning

This course examines how design and development of instruction are impacted by the use of the computer as the delivery system. A primary focus is on effective learning design strategies for computer-mediated instruction. Identify and apply effective design with emphasis on project management, planning, and implementation issues. Design an original lesson/unit of instruction for web-based delivery in her/his discipline (storyboard), and will design, implement, and evaluate an online lesson/unit with team members.

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Strategic Assessment and Evaluation

This course will examine several aspects of conducting evaluations: planning and designing an evaluation, developing appropriate instruments, using various methods to collect information, analyzing information obtained from those methods, and communicating results and recommendations.

COMMUNICATION

Seminar in Strategic Communication

This course surveys the theories and processes of strategic communication and its practice in business, government, politics and nonprofits — in domestic and international arenas. It also emphasizes the application of theory to provide an in-depth understanding of planning, executing and evaluating strategic communication plans.

Strategic Communication and Social Media

This course provides an overview of social media and its relationship to strategic communication. Students will learn about the available forms of social media (e.g., blogs, social networks and wikis) and how they can help build and manage relationships with stakeholders. Analyze social media metrics as a framework for evaluating the effectiveness of social media strategies as tools for developing corporate, nonprofit, and governmental images and brands.

Communication and Leadership

Communication is the essence of leadership, and this course aims to identify how communication can fuel productivity, drive consensus and push the organization to a leadership position within a market.

Seminar in Crisis Communication

This course teaches how to communicate in a time of crisis in order to manage threats to organizational identity, reputation or financial security.

Leadership and Global Strategic Communication

This course provides students with theoretical background in leadership and global strategic communication, as well as the opportunity to apply what they learn to strategic communication cases and their own professional experiences. It also encourages them to handle leadership challenges and articulate theoretically-informed analyses and evaluations of leadership in action.

PRACTICUM

Learning Design and Technology Practicum

Supervised field experience in programs involving instructional development activities. Students participate in ongoing projects in the design and development of instructional materials and training programs in business and industry, medical facilities or other settings deemed appropriate. Students will develop skills in their fields of interest as well as learn about the job demands of that field. The purpose of the practicum is to provide students with the opportunity to apply knowledge gained in EDCI 57200 and other instructional development courses with practical field experiences.

NOTE: All course materials are subject to change.

Throughout this program, you will gain a deeper understanding of:

- Theories and instructional design
- Systems design
- Introduction to E-learning
- Strategic communication
- Strategic communication and social media
- Communication and leadership
- Strategic assessment and evaluation
- Communication research methods

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