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MASTER OF SCIENCE IN COMMUNICATION



College of Liberal Arts

PLAN OF STUDY

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

Students who wish to customize a learning track to meet their career goals with the MS in Communication take 3 core courses and choose 7 electives.

If you opt to study a concentration, you'll take 3 core courses, 3 concentration courses, and select 4 electives. Courses cannot be counted twice.

If you do not select a concentration, the degree plan of study is as below:

PLAN OF STUDY BY AREA	CREDITS
CORE	9
ELECTIVES	21
TOTAL	30

If you select a concentration, the degree plan of study is as below concentration, the degree plan of study is as below:

PLAN OF STUDY BY AREA	CREDITS
CORE	9
ELECTIVES	12
CONCENTRATION (PICK ONE)	9
TOTAL	30

CONCENTRATION OPTIONS

- Strategic Communication and Public Relations
- Branding and Marketing Communication
- Healthcare Communication
- Management Communication and Leadership

REQUIRED CORE COURSES

SEMINAR IN STRATEGIC COMMUNICATION (COM 60111)

This course surveys the theories and processes of strategic communication and its practice by business, government, politicians 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.

SEMINAR IN COMMUNICATION RESEARCH METHODS (COM 60411)

This course serves as the methodological foundation of strategic communication. Students in this class survey core research methods (qualitative and quantitative) in professional and applied settings.

STRATEGIC COMMUNICATION AND ETHICS (COM 61011)

This course introduces the application of ethical principles and decision making. Students study both philosophical and practical ethical questions related to strategic communication.

CONTINUED

ELECTIVE COURSES

SEMINAR IN GLOBAL STRATEGIC COMMUNICATION (COM 60211)

This course provides students with a global perspective in strategic communication issues with international audiences. The class emphasizes such questions as how strategic communication plans can be successfully implemented in other countries and how plans can be measured and evaluated.

SEMINAR IN CRISIS COMMUNICATION (COM 60311)

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

STRATEGIC COMMUNICATION AND PROFESSIONAL WRITING (COM 60511)

This graduate course covers topics related to professional writing and strategic communication. Topics include grammar basics, audience considerations, credibility and ethics, and documentation style. In addition, writing is discussed in a variety of contexts such as media, public relations, advertising business communication.

STRATEGIC COMMUNICATION AND FUNDRAISING (COM 60711)

This course looks at approaches for designing fundraising campaigns. It will review major theoretical approaches related to fundraising, overview best practices in fundraising management, discuss implications for message design and mediums when creating fundraising campaigns, primarily in the nonprofit sector.

LEADERSHIP AND GLOBAL STRATEGIC COMMUNICATION (COM 60811)

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.

STRATEGIC PUBLIC RELATIONS (COM 60911)

Strategic communication is composed of integrated marketing communications (IMC), advertising, and public relations. As such, it builds on the general strategic communications course by providing an in depth understanding of public relations. Specifically, the class will cover public relations theories, ethics, concepts, principles, and applications.

STRATEGIC COMMUNICATION AND SOCIAL MEDIA (COM 62111)

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 they can help build and manage relationships with stakeholders.

Students also 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.

SEMINAR IN ADVERTISING (COM 64011)

This course provides an overview of the strategic planning process for advertising including identifying the target audience, determining a positioning strategy and developing a communication media strategy. The course will provide information on theory and best practices that inform the planning and implementation process for successful advertising campaigns.

INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (COM 64100)

Developing cohesive and integrated external and internal communication initiatives across traditional and social media channels is becoming increasingly important for strategic communication professionals. Traditionally, Public Relations, Marketing, and Advertising/Promotion have had separate functions; increasingly the role of strategic communication practitioners is to ensure the consistency of the brand story and message across all channels of communication.

PERSUASIVE COMMUNICATION (COM 64200)

This course focuses on the creation of persuasive messages in a variety of contexts from interpersonal to mass media. Specifically, students will review several of the prominent persuasion theories and models and examine the message, audience, and situational characteristics that influence the success of persuasive efforts.

STRATEGIC PERSONAL BRANDING (COM 64400)

This graduate course will examine the theories and processes of personal brand development and self-marketing. An emphasis will be placed on experiential learning, self-awareness, image and perceptual management, career development, self-promotion, brainstorming, and effective communication.

HEALTHCARE COMMUNICATION (COM 64500)

The healthcare environment is increasingly complex, and poses many challenges for communication professionals seeking to improve communication with key health industry stakeholders, including patients, providers, payers, government agencies, and others.

STRATEGIC CORPORATE BRANDING (COM 64600)

This graduate course will survey the theories and processes of business brand design, development, and implementation. The course will examine best practices, trends, and creative strategies used in contemporary business branding. An emphasis will be placed on experiential learning, case study analysis, and the application of relevant theory to provide an in-depth understanding of the development, planning, execution and evaluation of business brands.

COMMUNICATION AND LEADERSHIP (COM 65000)

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.

ORGANIZATIONAL CULTURE AND INTERNAL COMMUNICATION (COM 65100)

The modern workplace had transformed well before a global pandemic magnified the paradigm shift already under way. In the United States, both consumers and the first five-generation workforce began to demand more from brand statements and value propositions. Those demands include genuine commitment to inclusion and diversity internally and corporate social responsibility externally. This course highlights the vital role professional communicators have in conveying brand and value statements that emanate from the organization's cultural core and carry forward to the consumer universe.

COMMUNICATION EDUCATION AND TRAINING (COM 65200)

This course is designed to introduce fundamental concepts related to learning theory and learning design as applied to training and educational settings. The course will examine best practices and strategies with a focus on assessing and enhancing communication-related skills.

HEALTH ADVOCACY (COM 65500)

This course considers how federal, state, and local policy influence health status and health improvement. Through this course students gain an understanding of the role of health communication campaigns in health advocacy efforts. To engage their understanding, students will apply an advocacy campaign model to address a relevant health issue.

CONCENTRATIONS

MANAGEMENT COMMUNICATION AND LEADERSHIP

Take COM 65000 and choose 2 more courses.

MANAGEMENT COMMUNICATION AND LEADERSHIP (COM 65000) REQUIRED

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.

LEADERSHIP AND GLOBAL STRATEGIC COMMUNICATION (COM 60811)

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.

STRATEGIC PERSONAL BRANDING (COM 64400)

This graduate course will examine the theories and processes of personal brand development and self-marketing. An emphasis will be placed on experiential learning, self-awareness, image and perceptual management, career development, self-promotion, brainstorming, and effective communication.

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The modern workplace had transformed well before a global pandemic magnified the paradigm shift already under way. In the United States, both consumers and the first five-generation workforce began to demand more from brand statements and value propositions. Those demands include genuine commitment to inclusion and diversity internally and corporate social responsibility externally. This course highlights the vital role professional communicators have in conveying brand and value statements that emanate from the organization's cultural core and carry forward to the consumer universe.

COMMUNICATION EDUCATION AND TRAINING (COM 65200)

This course is designed to introduce fundamental concepts related to learning theory and learning design as applied to training and educational settings. The course will examine best practices and strategies with a focus on assessing and enhancing communication-related skills.



LEADERSHIP IN HOSPITALITY AND TOURISM (HTM 51200)

This course will focus on the knowledge and skills required for effective leadership. Topics will draw upon an extensive body of research on leadership theory and practice and cover organizational behavior and team dynamics, business communication, decision making, motivation and change management. In addition, specific skill development in the areas of problem solving, written and oral communication, leading teams and goal setting, it will include models for examining personal career paths, ethical decision making and the role of organizational change agents. This course will take an interdisciplinary approach and analyze leadership through different lenses and how leadership insights can be effectively applied to hospitality organizations. Students will examine leadership examples where individuals moved an organization from normal to exceptional functioning and extraordinary results.

STRATEGIC COMMUNICATION/PUBLIC RELATIONS

Take COM 60911 and choose 2 more courses.

STRATEGIC PUBLIC RELATIONS (COM 60911) REQUIRED

Strategic communication is composed, in part, of integrated marketing communication (IMC), advertising, and public relations. This course highlights public relations scholarship, which is one of the strengths of the Brian Lamb School of Communication. As such, it builds on the general strategic communication course by providing an in-depth understanding of public relations. Specifically, the class will cover public relations theories, ethics, concepts, principles, and applications. Permission of department required.

SEMINAR IN GLOBAL STRATEGIC COMMUNICATION (COM 60211)

This course provides students with a global perspective in strategic communication issues with international audiences. The class emphasizes such questions as how strategic communication plans can be successfully implemented in other countries and how plans can be measured and evaluated.

SEMINAR IN CRISIS COMMUNICATION (COM 60311)

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

STRATEGIC COMMUNICATION AND PROFESSIONAL WRITING (COM 60511)

This graduate course covers topics related to professional writing and strategic communication. Topics include grammar basics, audience considerations, credibility and ethics, and documentation style. In addition, writing is discussed in a variety of contexts such as media, public relations, advertising business communication.

STRATEGIC COMMUNICATION AND FUNDRAISING (COM 60711)

This course looks at approaches for designing fundraising campaigns. It will review major theoretical approaches related to fundraising, overview best practices in fundraising management, discuss implications for message design and mediums when creating fundraising campaigns, primarily in the nonprofit sector.

BRANDING AND MARKETING COMMUNICATION

Take COM 64100 and COM 64600 and choose 1 more course.

INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (COM 64100) REQUIRED

Developing cohesive and integrated external and internal communication initiatives across traditional and social media channels is becoming increasingly important for strategic communication professionals.

Traditionally, Public Relations, Marketing, and Advertising/Promotion have had separate functions; increasingly the role of strategic communication practitioners is to ensure the consistency of the brand story and message across all channels of communication.

STRATEGIC CORPORATE BRANDING (COM 64600) REQUIRED

This graduate course will survey the theories and processes of business brand design, development, and implementation. The course will examine best practices, trends, and creative strategies used in contemporary business branding. An emphasis will be placed on experiential learning, case study analysis, and the application of relevant theory to provide an in-depth understanding of the development, planning, execution and evaluation of business brands.

PERSUASIVE COMMUNICATION (COM 64200)

This course focuses on the creation of persuasive messages in a variety of contexts from interpersonal to mass media. Specifically, students will review several of the prominent persuasion theories and models and examine the message, audience, and situational characteristics that influence the success of persuasive efforts.

STRATEGIC COMMUNICATION AND SOCIAL MEDIA (COM 62111)

This course will provide 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) as well as their uses, strengths and weaknesses for building and managing relationship with stakeholders. Students will also gain exposure to methods for analyzing 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. Permission of department required.

SEMINAR IN ADVERTISING (COM 64011)

This course provides an overview of the strategic planning process for advertising including identifying the target audience, determining a positioning strategy and developing a communication media strategy. The course will provide information on theory and the planning and implementation process for successful advertising campaigns.

HEALTHCARE COMMUNICATION

Take COM 64500 and choose 2 more courses.

HEALTHCARE COMMUNICATION (COM 64500) REQUIRED

The healthcare environment is increasingly complex and poses many challenges for communication professionals seeking to improve communication with key health industry stakeholders, including patients, providers, payers, government agencies, and others.

HEALTH ADVOCACY (COM 65500)

This course considers how federal, state, and local policy influence health status and health improvement. Through this course, students gain an understanding of the role of health communication campaigns in health advocacy efforts. To engage their understanding, students will apply an advocacy campaign model to address a relevant health issue.

THEORETICAL FOUNDATIONS OF HEALTH BEHAVIOR (PUBH 60200)

Coursework examines the theoretical foundations of health behavior. Students explore the development of a conceptual framework for understanding and facilitating behavior enhancement, elimination and/or maintenance in health promotion and education. Topics include current theories regarding health-related behaviors.

PUBLIC HEALTH ADMINISTRATION (PUBH 60400)

An introduction to the principles of management as applied to public health organizations, particularly local health departments. Topics include the organization of the U.S. public health system, legal and ethical obligations of public health administrators, the public health workforce and human resource issues, public health budgeting and finance, and leadership in the public health agency. The course is designed to introduce master's level students in public health to the management skills necessary to successfully implement a public health program.

NOTE: All course materials are subject to change.

For more program information, visit purdue.biz/mscomm.

DESIGN AND ANALYSIS OF PUBLIC HEALTH INTERVENTIONS (PUBH 60600)

Professional competencies in design, implementation, evaluation and diffusion of health interventions in community settings. Program planning paradigms, determinants of health behavior, and behavior change strategies serve as a basis for analyzing health interventions.

FUNDAMENTALS OF EPIDEMIOLOGY (PUBH 53500)

This course is an introduction to epidemiology, which is the study of the patterns, causes, and impact of disease in populations. Epidemiology is increasingly important for public health and clinical medicine research and policy. This course will discuss the basic principles and methods of epidemiology, including measurements of disease occurrence and association, study designs, and determination of causality. Contemporary examples will be used to illustrate the application of these concepts, with an emphasis on environmental causes of disease.

