

MASTER OF SCIENCE IN COMMUNICATION

100%
100%
ONLINE
100%
100%

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.

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

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

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

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

CONCENTRATION OPTIONS

- Digital Media and Communication Technologies
- Strategic Communication and Public Relations
- Branding and Marketing Communication
- Management Communication and Leadership
- Health Communication

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.

ELECTIVE COURSES

DATA & SCIENCE STORYTELLING (SCLA 51000)

The primary assumption of our course is that the goal of communicating with data is ultimately to identify causal mechanisms and change the status quo due to the obtained insights. All audiences have previous understandings of the world, and meaningful data stories should challenge their assumptions about that world. The communication of this data-based new

knowledge violates prior assumptions, shares memorable new information and moves the audience to act based on the new knowledge. This is best accomplished through a story. In other words, this communication assumes the form of a story, which is defined as the narrative of how an unexpected cause creates an effect.

DIGITAL MEDIA ANALYTICS (SCLA 52000)

This course provides an overview of how to transform social media and digital media information into business intelligence and actionable insight. Although students are not expected to know a programming language prior to taking the course, students are expected to understand basic statistics and to have a desire to learn the processes, procedures and vocabulary used by data analysts in modern organizations. The goal is not to train them as practicing data scientists, but as knowledgeable data analytics consumers and as informed teammates and leaders of cross-functional teams tasked to make decisions using data.

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.

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

DIGITAL MEDIA AND COMMUNICATION TECHNOLOGIES

Take COM 62111 and choose two additional courses.

STRATEGIC COMMUNICATION AND SOCIAL MEDIA (COM 62111) REQUIRED

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.

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 and business communication.

DATA AND SCIENCE STORYTELLING (SCLA 51000)

The primary assumption of our course is that the goal of communicating with data is ultimately to identify causal mechanisms and change the status quo due to the obtained insights. All audiences have previous understandings of the world, and meaningful data stories should challenge their assumptions about that world. The communication of this data-based new knowledge violates prior assumptions, shares memorable new information and moves the audience to act based on the new knowledge. This is best accomplished through a story. In other words, this communication assumes the form of a story, which is defined as the narrative of how an unexpected cause creates an effect.

DIGITAL MEDIA ANALYTICS (SCLA 52000)

This course provides an overview of how to transform social media and digital media information into business intelligence and actionable insight. Although students are not expected to know a programming language prior to taking the course, students are expected to understand basic statistics and to have a desire to learn the processes, procedures and vocabulary used by data analysts in modern organizations. The goal is not to train them as practicing data scientists, but as knowledgeable data analytics consumers and as informed teammates and leaders of cross-functional teams tasked to make decisions using data.

MANAGEMENT COMMUNICATION AND LEADERSHIP

Take COM 65000 and choose two additional courses.

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.

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.

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.

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.

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 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 64600 and COM 64100 and chose a third course.

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.

INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (COM 64100) REQUIRED

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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.

PERSUASIVE COMMUNICATION (COM 64200)

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HEALTH COMMUNICATION

Take COM 64500 and choose two additional 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.

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.

NOTE: All course materials are subject to change.



LEARN MORE

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