MASTER'S IN CORPORATE TRAINING AND COMMUNICATION

PURDUE UNIVERSITY
College of Liberal Arts

100%
ONLINE
100%
100%

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.

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

THROUGHOUT THIS PROGRAM, YOU WILL GAIN A DEEP 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

LEARNING DESIGN AND TECHNOLOGY

LEARNING THEORY AND INSTRUCTIONAL DESIGN (EDCI 53100)

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 (EDCI 57200)

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 (EDCI 56900)

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. Students will learn to: 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 their discipline (storyboard); and design, implement, and evaluate an online lesson/unit with team members.

STRATEGIC ASSESSMENT AND EVALUATION (EDCI 57700)

This course will examine several aspects of conducting evaluations, including: 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

REQUIRED:

SEMINAR IN STRATEGIC COMMUNICATION (COM 60111)

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.

CHOOSE FOUR:

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 how they can help build and manage relationships with stakeholders. Students will 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 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.

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.

PRACTICUM

LEARNING DESIGN AND TECHNOLOGY PRACTICUM (EDCI 57300)

This course gives students 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 and 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.