

The study of communication is important to virtually every profession that involves working with people – education, advertising and public relations, management and marketing, health care and social services, politics and public services, and other organizational and institutional contexts, public and private. The Master of Arts in Communication Studies (MACS) program seeks to develop a student's specialized knowledge and skill in the following areas of emphasis: managerial and leadership communication, integrated marketing communication, intercultural and international communication, and public communication. Students also have the option of obtaining the Graduate Certificate in Conflict Management concurrently with their program of study. A *Master of Communication Studies* develops capabilities to initiate and advance his or her professional career in one or more of these areas, to work with and serve others in diverse communities with dignity and respect, and to understand the complexities associated with learning and communicating ethical and cultural values. The Master of Arts in Communication Studies program goals are as follows:

- *To provide students with a foundation for successful performance in communicative and decision-making roles essential to the operation of human enterprises and institutions of every description.*
- *To provide students with a sound understanding of the diverse forms of communication and information theory, and how to apply these theories in analysis of and performance in organizational, institutional and other relational contexts.*
- *To enhance students' creative skills, especially in the use of new communication technologies.*
- *To introduce students to quantitative, qualitative, and critical methodologies and procedures of research and analysis in human communication.*
- *To prepare students to design, carry out, and evaluate projects in the communication field.*

The MACS program provides a solid intellectual and practical foundation for enhanced research and practice in communication studies. Students acquire essential communication competencies that are integral to a cross-section of course offerings:

- *Managing diverse persons, groups and interests fairly and effectively.*
- *Developing leadership capabilities at all levels of communication.*
- *Developing integrated marketing capabilities (public relations, advertising, marketing).*
- *Gathering and presenting materials accurately, systematically and credibly.*
- *Developing critical thinking and analytical capabilities.*
- *Working capably with the most recent computer mediated communication technologies.*
- *Constructing public images and texts persuasively, through various mediums.*
- *Reading, writing, listening, reporting, measuring, predicting and interpreting accurately.*
- *Developing linguistic abilities, and knowledge of and appreciation for diverse cultural groups.*
- *Engaging in constructive problem solving individually and in groups.*
- *Developing conflict management, mediation and resolution capabilities.*
- *Developing respect for and civility toward clients, customers and colleagues.*

## Program Emphases

In conjunction with [Core Courses](#), and in addition to the [Certificate in Conflict Management](#), students select courses to develop expertise in one or more of the following emphases. To claim an emphasis, students must take the required core course (marked with an asterisk\*) for that emphasis, and a minimum of two additional courses listed under the emphasis.

### Managerial and Leadership Communication

- COMM 630 Interpersonal Communication Strategies
- JOUR 640 Public Relations Management
- COMM 660 Organizational Communication
- COMM 665 Managing Conflict
- COMM 740 Communication Consulting
- COMM 760 Managerial and Leadership Communication\*

### Integrated Marketing Communication

- COMM 605 Communication Strategies in Advertising
- COMM 635 Integrated Marketing Communication\*
- JOUR 640 Public Relations Management

- COMM 645 Technology of Communication
- COMM 665 Organizational Communication
- COMM 685 Crisis Communication

### **Intercultural & International Communication**

- COMM 640 Small Group Communication
- COMM 675 Intercultural Conflict & Communication\*
- COMM 680 Gender and Communication
- COMM 700 Language and Human Conduct
- COMM 725 Negotiating Intractable Conflict
- COMM 730 Communication and Social Process

### **Public Communication**

- COMM 607 Criticism of Mass Media\*
- COMM 645 Technology of Communication
- COMM 650 Rhetorical Theory and Criticism
- COMM 655 Political Communication
- COMM 730 Communication and Social Process
- COMM 750 Persuasion and Propaganda

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**Admission Requirements and Procedures:** Visit the [Graduate School webpage](#) and click the “Apply” link on the left side of the screen. Begin by creating an account on CollegeNET by clicking the “account” link on the Apply page. CollegeNET is a self-managed application system. It will allow you to submit admission materials, check the status of your application, and view your decision letter using this account. If you have issues with your CollegeNET account, consult the CollegeNET help desk by submitting a Help Request Form or email [help@collegenet.com](mailto:help@collegenet.com).

1. Complete the online application
2. Pay an application fee of \$30.
3. Submit an official transcript verifying an earned baccalaureate degree from an accredited institution
4. Scores for the Miller Analogies Test (MAT), or the general aptitude portion of the Graduate Record Examination (GRE). If you possess a master’s degree you do not need to complete the exams listed above. Applicants with at least a 2.8 undergraduate QPA and two years of professional experience are not required to submit MAT/GRE scores, but must submit a writing sample or samples demonstrating research, analytical and writing capabilities.
5. Two letters of reference (educational or professional)
6. Statement of purpose (1-2 pages)

Applicants without full-time professional work experience or at least one semester of full-time field experience at the undergraduate level at time of admission into the degree program may be required to enroll in the internship track and participate in a field experience of at least 6 credit hours.

These credentials will be evaluated by the Departmental Admissions Committee, which will consider such factors as suitability of previous course work, undergraduate scholarship, work experience, and potential for growth as a professional in a communication management field. Any deficiencies in preparation will be cause for the prescription of prerequisite work.

Applicants who do not meet the minimum gpa or exam scores may be admitted on a conditional basis, but will be required to earn a B or better in all coursework within the first 12 credit hours to remain in the program.

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## **Curriculum**

In addition to the three required Core courses, each student will select Elective courses according to his or her Area(s) of Emphasis for a total of 36 credit hours. The program offers the flexibility to individualize the curriculum to meet the interests of each student. Students must satisfactorily complete the following:

<b>Required Core Courses<sup>1</sup></b>	<b>9 credits</b>
<b>Theory (Choose one; 3 credit hours)</b>	
COMM 600 Communication Theory	3 cr. hrs.
COMM 700 Language and Human Conduct	3 cr. hrs.
COMM 730 Communication and Social Process	3 cr. hrs.

**Research (Choose one; 3 credit hours)**

COMM 610 Communication Research	3 cr. hrs.
COMM 620 Qualitative Communication Research	3 cr. hrs.
COMM 650 Rhetorical Theory and Criticism	3 cr. hrs.

**Ethics (Choose one; 3 credit hours)**

COMM 710 Communication Ethics	3 cr. hrs.
COMM 770 Communication Issues	3 cr. hrs.

<sup>1</sup>Any additional Core course taken may be counted as an elective.

**Elective Courses (27 credit hours; any additional Core course taken may be counted here)**

COMM 605 Communication Strategies in Advertising  
COMM 607 Criticism of Mass Media  
COMM 630 Interpersonal Communication Strategies  
COMM 635 Integrated Marketing Communication  
COMM 640 Small Group Communication  
COMM 645 Technology of Communication  
COMM 655 Political Communication  
COMM 660 Organizational Communication  
COMM 665 Managing Conflict  
COMM 675 Intercultural Conflict & Communication  
COMM 680 Gender and Communication  
COMM 685 Crisis Management Communication  
COMM 700 Language and Human Conduct  
COMM 725 Negotiating Intractable Conflict  
COMM 740 Communication Consulting  
COMM 750 Persuasion and Propaganda  
COMM 760 Managerial and Leadership Communication  
COMM 793 Independent Study in Communication  
COMM 796 Internship in Communication Studies\*  
COMM 798 Practicum in Communication  
COMM 799 Thesis  
JOUR 640 Public Relations Management

\* All internship courses, whether in an online or campus-based program, will be charged at the on-campus rate.

In addition to the Required Core courses, each student will select Elective courses according to his or her area(s) of emphasis for a total of 36 credit hours. For Internship track, the student must complete 3-6 credit hours of COMM 796 in consultation with the program advisor.

Students must take a minimum of *two 700-level courses (in addition to COMM 710 or COMM 770)*, which provide advanced knowledge in their selected area(s). Students may also select 600-level and 700-level level cognate courses outside of the program, up to nine credit hours (three courses) in consultation with the MACS program head and professor of the course.

Students may also petition the Graduate School to enroll in 400-level and 500-level undergraduate courses (up to six credit hours) for graduate credit if it pertains to an Area of Emphasis; the professor of the course is required to complete a form that specifies the advanced work for graduate students who enroll in the course.

**Degree Requirements:**

**Internship and Non-internship Options.** Students select one of the two following options:

**Non-internship track (Concentration code 08007):** Students must complete 36 hours of coursework according to the curriculum shown above.

**Internship track (Concentration code 08008):** Students must complete 30-33 hours of coursework according to the curriculum shown above, and 3 to 6 credit hours of COMM 796 Internship in Communication. The internship option provides graduate students in the Master of Arts in Communication Studies program with an opportunity to gain relevant, significant supervised work experience in a professional setting (business, non-profit, educational institution, government, etc.). The graduate internship track option is *reserved for students who have no professional work experience and who have not completed an internship in their undergraduate program*. In consultation with the Graduate Program Head, students submit an internship proposal to the Department Internship

Coordinator for initial review and enrollment. Students keep and submit a journal/log daily until mid-term, and weekly from mid-term to finals, then submit a final paper that includes an analysis of some aspect of the internship to the Internship Supervisor and Graduate Program Head, who evaluates student internship activities.

**Capstone Options.** Students select one of the following three options in the final term of their programs:

**Option A:** Comprehensive Examination and Project/Portfolio. After students take 27 credit hours, they are required to take comprehensive examinations, and must submit a project/portfolio prior to being approved for graduation that illustrates their best applied work.

**Option B: COMM 799 Thesis (3 credit hours).** Students complete three credits of thesis research which requires writing a prospectus, conducting systematic inquiry of a communication phenomenon, and applying pertinent communication theories and methodologies. Students then orally defend the thesis to a committee of three faculty.

**Option C: COMM 798 Practicum (3 credit hours).** Students who select this option must be working professionals. Any time after completing 18 credit hours (six courses) they enroll in 3 hours of Practicum during which they complete an audit or analysis of communication policies and practices in their respective business, non-profit corporation, educational institution, or governmental agency.

**Cumulative Grade Point Average.** A GPA of 3.0 or better is required for graduation.

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**For More Information:** If you have questions about the application process, please contact Edinboro University's School of Graduate Studies at [gradstudies@edinboro.edu](mailto:gradstudies@edinboro.edu) or at (814)732-2856 or toll-free (888) 845-2890. For questions specific to the MA in Communication Studies, please contact Dr. Andrew Smith at (814) 732-2165 ([arsmith@edinboro.edu](mailto:arsmith@edinboro.edu)).

**Office for Students with Disabilities:** For information or assistance regarding services, activities and facilities that are accessible to and usable by persons with a disability, contact the Office for Students with Disabilities (OSD), at (814) 732-2462. For additional information, visit the [OSD web page](#).

**Graduate Assistantships:** [Graduate Assistantships](#) are available for campus based students only. They are awarded on a competitive basis. Admission applications must be completed by February 15<sup>th</sup> to be considered for an assistantship. Assistantships provide a partial waiver of tuition and a stipend, as well as an opportunity to gain experience in research and professional activities. Additional information about assistantships is available through the School of Graduate Studies and Research, (814) 732-2856 or toll-free (888) 845-2890.

**Financial Aid Considerations:** An academic year consists of fall, spring, and summer. Graduate students taking graduate level courses may receive up to \$20,500 in the Direct Unsubsidized Stafford Loan Program. Most students will use their Stafford loans during the 9 month period (fall and spring). Students will want to be mindful of their financial aid to allow for funding for 12 months if planning on enrolling during the summer term. Students will have an option to apply for Graduate Plus loan or private loans if other funding has been exhausted. For more specific information, please contact the Financial Aid Office at (888) 611-2680 or [finaid@edinboro.edu](mailto:finaid@edinboro.edu).

**Employer Reimbursement:** Non-traditional students who are working and taking classes on a part-time basis may have employer-paid education benefits. The purpose of the [employer tuition reimbursement agreement](#) is to allow employees who receive reimbursement to defer payment of their tuition and fees until after grades are available at the end of the semester. Edinboro University accepts employer benefit plans through arrangements with the Bursar's Office by completing the enclosed [employer tuition reimbursement agreement](#).

**Veterans' Education Benefits:** Information and printable forms regarding **Veterans' Education Benefits** and the **Montgomery GI Bill** are available at the Department of Veterans Affairs website, <http://www.gibill.va.gov/>. After the Department of Veterans Affairs approves a student's eligibility, and after the school certifies the student's enrollment, benefits are paid directly to the student after the end of each month.

*Edinboro University of Pennsylvania is an equal opportunity education institution and employer and will not discriminate on the basis of race, color, national origin, sex, and disability in its activities, programs or employment practices as required by Title VI, Title VII, Title IX, Section 504, and the ADA. For information regarding civil rights or grievance procedures, contact the Office of Human Resources and Faculty Relations, (814) 732-2703 or the Office of Social Equity (814) 732-2167, Reeder Hall, 219 Meadville Street, Edinboro, PA 16444.*