Program Description

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

- COMM630 Interpersonal Communication Strategies
- JOUR640 Public Relations Management
- COMM660 Organizational Communication
- COMM665 Managing Conflict
- COMM740 Communication Consulting
- COMM760 Managerial and Leadership Communication*

Integrated Marketing Communication

- COMM605 Communication Strategies in Advertising
- COMM635 Integrated Marketing Communication*
- JOUR640 Public Relations Management
- COMM645 Technology of Communication
- COMM665 Organizational Communication
- COMM685 Crisis Communication

Intercultural & International Communication

- COMM640 Small Group Communication
- COMM675 Intercultural Conflict & Communication*
- COMM680 Gender and Communication
- COMM700 Language and Human Conduct
- COMM725 Negotiating Intractable Conflict
- COMM730 Communication and Social Process

Public Communication

- COMM607 Criticism of Mass Media*
- COMM645 Technology of Communication
- COMM650 Rhetorical Theory and Criticism
- COMM655 Political Communication
- COMM730 Communication and Social Process
- COMM750 Persuasion and Propaganda

Contact Information

Dr. Andrew R. Smith, Graduate Program Head

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Admission Requirements and Procedures

- Complete the online application
- Application fee of $30 (if not former EUP student), or $7 (if former EUP student)
- Submit an official transcript verifying an earned baccalaureate degree from an accredited institution
- 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.

- Two letters of reference (educational or professional). References and contact information to be provided and submitted via online application.
- 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.

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:

<table>
<thead>
<tr>
<th>Required Core Courses¹</th>
<th>9 credits</th>
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<tbody>
<tr>
<td>Theory (Choose one; 3 credit hours)</td>
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<tr>
<td>COMM600 Communication Theory</td>
<td>3 cr. hrs.</td>
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<tr>
<td>COMM700 Language and Human Conduct</td>
<td>3 cr. hrs.</td>
</tr>
<tr>
<td>COMM730 Communication and Social Process</td>
<td>3 cr. hrs.</td>
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<tr>
<td>Research (Choose one; 3 credit hours)</td>
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<tr>
<td>COMM 610 Communication Research</td>
<td>3 cr. hrs.</td>
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<tr>
<td>COMM 620 Qualitative Communication Research</td>
<td>3 cr. hrs.</td>
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<tr>
<td>COMM 650 Rhetorical Theory and Criticism</td>
<td>3 cr. hrs.</td>
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<tr>
<td>Ethics (Choose one; 3 credit hours)</td>
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<tr>
<td>COMM 710 Communication Ethics</td>
<td>3 cr. hrs.</td>
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<tr>
<td>COMM 770 Communication Issues</td>
<td>3 cr. hrs.</td>
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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

¹ Any additional Core course taken may be counted as an elective.
Students must take a minimum of three 700-level courses. Students may also select 600-level and 700-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 8007): Students must complete 36 hours of coursework according to the curriculum shown above.

Internship track (Concentration code 8008): Students complete 30-33 credit hours of coursework according to the curriculum shown above, and 3 to 6 credit hours of COMM 796 Internship in Communication. The internship 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, then submit a final paper that includes an analysis of some aspect of the internship to the Internship Supervisor and Graduate Program Head, who evaluate student internship activities.

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

Option A: Comprehensive Examination and Project/Portfolio. Students take 18 credits of electives, are required to take comprehensive examinations, and must submit a portfolio at the end of the program 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. They take 15 credits of electives and 3 hours of practicum or independent study 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.
Advising

The program advisor for the Master of Arts in Communication Studies is Dr. Andrew R. Smith, arsmith@edinboro.edu. Or 814-732-2165. Students are required to contact Dr. Smith soon after admission to schedule a meeting to review requirements and prepare a Plan of Study.

Program Faculty

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