



# EDINBORO UNIVERSITY

## M.A. Communication Studies

The Master of Arts in Communication Studies (MACS) program enables students to develop expertise in managerial and leadership communication, integrated marketing, intercultural and international relations, public communication, and conflict management, depending on individual interest. Graduates of the program work in businesses and corporations, non-profit and social service organizations, governmental and educational institutions, political and international agencies. Some graduates continue their education in doctoral programs at research institutions nationally and internationally.

**Admission Requirements:** All admission materials should be sent to: School of Graduate Studies, Biggers House, 148 Meadville Street, Edinboro, PA 16444 or via email [gradstudies@edinboro.edu](mailto:gradstudies@edinboro.edu) or via fax 814-732-2611.

1. Complete the graduate application online ([www.edinboro.edu](http://www.edinboro.edu))
2. Application fee of \$30 (if not former EUP student), or \$7 (if former EUP student)
3. An official transcript verifying an earned baccalaureate degree from an accredited institution.
4. Scores from the Miller Analogies Test (MAT), the general aptitude portion of the Graduate Record Examination (GRE) or the Graduate Management Admissions Test (GMAT).
5. Waiver of MAT/GRE/GMAT requirement for applicants with two or more years professional experience; these applicants must submit an 8-10 page writing sample showing research, analytical and writing ability
6. Two letters of reference.
7. Statement of purpose (1-2 pages) for pursuing a Master's Degree in Communication Studies at EUP

### Competencies:

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

- Managing diverse persons and interests competently and prudently.
- Developing leadership capabilities at all levels of communication.
- Developing integrated marketing capabilities.
- Gathering, analyzing and presenting materials accurately and systematically.
- Developing critical thinking capabilities.
- Working skillfully with computer mediated communication technologies.
- Constructing public images and texts persuasively, through various mediums.
- Reading, listening and reporting accurately.
- Developing new linguistic abilities and appreciation for diverse cultures.
- Developing respect for and civility toward others.

### Master of Arts in Communication Studies Curriculum

**36 credits**

In addition to the Required Core Courses and Recommended Foundation Courses, each Non-Internship track student will select Elective Courses according to her or his Area of Emphasis for a total of 36 credit hours. For Internship track, the student must complete 36 credit hours of coursework and 6 credit hours of internship for a total of 42 credit hours.

#### Core Courses

**(Required for all students)**

**9 credits**

COMM 600 Communication Theories <b>OR</b>	
COMM 650 Rhetorical Theory and Criticism	3 credits
COMM 610 Communication Research <b>OR</b>	
COMM 620 Qualitative Communication Research	3 credits
COMM 710 Communication Ethics	3 credits

#### Foundation Courses

**(Students select 3 of the following courses)**

**9 credits**

COMM 605 Communication Strategies in Advertising	3 credits
COMM 630 Interpersonal Communication Strategies	3 credits
COMM 640 Small Group Communication	3 credits
COMM 655 Political Communication	3 credits
COMM 660 Organizational Communication	3 credits
COMM 675 Intercultural Conflict and Communication	3 credits

This selection of foundational courses in the fields of Communication, Rhetoric and Media Studies provides theoretical and applied grounding for each student's Area(s) of Emphasis, and a general knowledge of and appreciation for related subjects in the field. Any courses taken beyond nine credit hours may be used as Electives.

COMM 615 Criticism of Mass Media	COMM 730 Communication and Social Process
COMM 635 Integrated Marketing Communication	COMM 740 Communication Consulting
JOUR 640 Public Relations Management	COMM 750 Persuasion and Propaganda
COMM 645 Technology of Communication	COMM 760 Managerial & Leadership Communication
COMM 665 Managing Conflict	COMM 770 Communication Issues
COMM 680 Gender and Communication	COMM 793 Independent Study in Comm. Studies
COMM 685 Crisis Management Communication	COMM 796 Internship in Communication Studies (up to 12 credits)
COMM 700 Language and Human Conduct	COMM 799 Thesis
COMM 725 Negotiating Intractable Conflict	

#### Other Program Requirements:

- Admission to Candidacy
- Completion of Master's Project Portfolio & Comprehensive Examination OR
- Masters Thesis & Oral Defense

Students should select elective courses that suit their respective Areas of Emphasis, and they must take at least **three 700 level courses**, which provide advanced knowledge and skill in each Area. Students may also select **600 and 700 level cognate courses outside the program**, up to nine credit hours (3 courses) in consultation with the MACS program head and relevant faculty. Students may petition the Graduate School to enroll in **400 and 500 level** undergraduate courses (six credit hours) in Area of Emphasis. The Certificate in Conflict Management may also be completed as part of the student's Plan of Study.

*Thesis and Project Options.* Students who select the non-credit *Project* option take 18 credits of electives and are required to complete an audit or analysis of selected communication practices in a business, non-profit corporation, educational institution, or governmental agency. Students who select the *Thesis* option take 15 credits of electives and complete 3 credits of thesis research which requires writing and defending a prospectus, conducting systematic inquiry of a communication phenomenon, and applying pertinent communication theories and methodologies.

*Internship Option.* If students have no professional experience, they will be encouraged to complete a twelve-credit internship in addition to their core, area and elective coursework, in which case the total number of credits required for graduation would increase to 48.

**MACS Program Areas of Emphasis:** 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.

#### Managerial and Leadership Communication

- COMM 630 Interpersonal Communication Strategies
- JOUR640 Public Relations Management
- COMM660 Organizational Communication
- COMM 665 Managing Conflict
- COMM740 Communication Consulting
- COMM760 Managerial and Leadership Communication
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#### 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

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<sup>1</sup> In consultation with the MACS program advisor, other area courses may be selected from program electives to substitute for those listed above depending on course availability and individual area of emphasis.

**Cultural & 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**

- COMM615 Criticism of Mass Media
- COMM645 Technology of Communication
- COMM655 Political Communication
- COMM730 Communication and Social Process
- COMM750 Persuasion and Propaganda
- Elective courses available in web design, digital communication (audio or video), animation, social networking, and cognate areas with permission of advisor and instructor.

**Financial Assistance:**

Graduate Assistantships for full-time study are available to qualified applicants on a competitive basis. They provide a waiver of tuition and a stipend, as well as an opportunity to gain experience in research and professional activities. Additional information about the Assistantship program is available through the School of Graduate Studies and Research, (814) 732-2856 or toll-free (888) 845-2890. Additional information about other forms of financial aid is available through the Office of Financial Aid, (814) 732-5555 or toll-free (888) 611-2680.