



Master's in Strategic Communication

Course Catalog

Academic Year 2018/2019

Revised: July 2018

Course Descriptions

Com 602 Effective Presentations

This course focuses on the development and enhancement of public presentation skills. It presents theoretical background for speaking in different types of public situations, but concentrates primarily on speech preparation and skill development. Use of presentation graphics will be included.

Com 604 Applied Research Methods

This course introduces graduate students to qualitative and quantitative research methods, particularly the practical aspects of designing and implementing surveys, focus groups, and content analysis. The course will examine how research can be applied in professional settings.

Com 612 Organizational Communication

This course provides advanced study of the theoretical and conceptual aspects of organizations and organizational communication and of their application to practice. The course explores methods of the analysis and evaluation of organizational communication networks for the planning and development of communication intervention strategies.

Com 613 Principles of PR

This course explores public relations as the management of communication between an organization and its various internal and external stakeholders. It examines theoretical and conceptual frameworks with an eye toward the practical application of appropriate ethics, decision-making, research analysis, design, implementation, and evaluation strategies.

Com 614 Communication Conflict Management

This course focuses on the nature and function of healthy and unhealthy communication conflict. Content incorporates theories of conflict and the application of effective conflict management techniques.

Com 615 Persuasion

This course focuses on the different theories, approaches, research methods, and applications for persuasion in a variety of communication contexts and media.

Com 621 Communication Training and Development

This course provides students with a theoretical and practical overview of training and development. As a complement to the study of organizational communication, students will learn how professionals identify communication needs, and then design, deliver, and assess employee learning, training, and development initiatives.

Com 671 Media Relations for Communication Professionals

This course examines strategies for professionals in seeking balanced media coverage for their organizations in a variety of journalistic entities both print and broadcast, as well as online..

Com 670 Crisis Communication

This course will focus on providing students with an understanding of the nature of organizational crises along with strategies for effective crisis communication today.

Com 606 Integrated Marketing Communication

This course focuses on understanding the complex interactions between PR/Communication and the overall marketing activities of a company. It includes approaches to preparing long term plans based on long term brand communication activities as well as promotions, and understanding how an organization seeks to control the market through integrated communication platforms.

Com 670 Internal Communication and Leadership

This course will focus on integrating communication and leadership theories and research with best practices for communication within organizations. The course will also include a focus on developing strategies for leadership via communication techniques.

Practicum I (Com 626) and II (Com 627)

The practicum is designed to allow students to apply what they have learned in the program to actual organizations. Students are expected to create and complete a project that provides some benefit to an organization. The project is supervised by someone in the organization, who reports to the practicum coordinator on the student's progress.

Practicum I

This involves creating and developing a proposal for the project and meeting with the practicum coordinator in compulsory consultations. The proposal sets out the objectives for the project, defines techniques to be used in completing the project, and features a clear timetable. The students will submit proposals at the beginning of July. Once the project is approved, students have a month to conduct a literature review (August).

Practicum II

Students have three months (September, October, November) to complete their Practicum, and reach the goals they set out to achieve in Com 626. Periodically, students will submit reports about their progress. A written report and a formal presentation to the practicum coordinator and other students in the program is made at the end of the three month period.