COMMUNICATION AND ADVOCACY M.A.

Degree: Master of Arts
https://www.towson.edu/cofac/departments/communication-studies/programs/communication-advocacy-masters/

Program Director: Eric Karikari
Phone: 410-704-3942
Email: ekarikari@towson.edu

The Master of Arts in Communication and Advocacy program advances knowledge about global leadership, organizational communication, and critical/cultural studies by training students in cutting-edge critical qualitative and arts-based research methods. Students develop a strong understanding of the ways in which knowledge is ethically generated and applied. The program consists of thesis and internship options. Our core courses equip students with a strong foundation of research-based advocacy in a variety of career fields.

Choose between two areas of focus:

- Globalization and Leadership
- Critical/Cultural Studies

As a graduate of this program, you'll be prepared for a career in media and communication consulting, nonprofit management, public advocacy, international development, K-12 and higher education administration and many other fields. You'll also have access to pathways toward a doctoral program in communication studies or a related discipline.

Requirements

The Communication and Advocacy M.A. program offers students the knowledge, skills, and abilities essential for communication professionals within a global landscape, and graduate students looking to continue on to the Ph.D. in Communication Studies. In this program, graduate students learn the frameworks of ethical leadership within global institutions, investigate culture as a site of struggle, and unpack communication as an enactment and discipline of power. To do this, the program has two areas of focus: Globalization and Leadership and Critical/Cultural Studies. The program is comprised of 33 units in which all students will take a 12-unit core sequence that will help focus their interests and develop a strong foundation of communication skills, theories, and research methods. The program then offers graduate students flexibility through courses within Globalization and Leadership and/or Critical/Cultural Studies. Finally, students also complete a 6-unit thesis or internship project.

Degree Requirements

Code	Title	Units
Required Core Courses		
COMM 500	ADVANCED QUALITATIVE RESEARCH METHODS	3
COMM 501	ADVANCED COMMUNICATION THEORY	3
COMM 600	INTRODUCTION TO COMMUNICATION AND ADVOCACY	3
COMM 603	INSTRUCTIONAL COMMUNICATION	3
Elective Courses		**9**
COMM 670	SPECIAL TOPICS IN COMMUNICATION STUDIES	
COMM 700	ADVANCED ORGANIZATIONAL COMMUNICATION	
COMM 701	ORGANIZATIONAL ADVOCACY	
COMM 703	ORGANIZATIONAL COMMUNICATION AND GLOBALIZATION	
COMM 705	GLOBAL LEADERSHIP COMMUNICATION	
COMM 751	CRITICAL/CULTURAL STUDIES	
COMM 752	CULTURAL RHETORICS	
COMM 753	ADVOCACY AND PERFORMANCE	
COMM 754	ADVANCED INTERCULTURAL COMMUNICATION	
COMM 795	INDEPENDENT STUDY IN COMMUNICATION STUDIES	
Thesis or Internship Option (choose one)		**6**
COMM 801	INTERNSHIP	
COMM 897	COMMUNICATION STUDIES THESIS	
or COMM 898	COMMUNICATION STUDIES THESIS	
Interdisciplinary Electives		**6**
Students take 6 units outside of COMM from an approved course list or with advisor permission.		
Total Units		**33**

Learning Outcomes

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1. Students will articulate the challenges, traditions, and interdisciplinary intersections within the field of Communication Studies.
2. Students will demonstrate the ability to critically analyze and review communication scholarship and its core theories and methods.
3. Students will explain the available communication approaches to advocacy for social change.
4. Students will effectively construct and deliver messages to a variety of audiences in multiple contexts.
5. Students will design scholarly research projects that influence discourse#and#lead to further exploration in the field.