COMMUNICATION MANAGEMENT M.S.

Degree: Master of Science
https://www.towson.edu/cofac/departments/communication/gradcommunicationmgmt/

Program Director: Dr. Lingling Zhang
Phone: 410-704-3458
Email: lizhang@towson.edu

The Master of Science in Communication Management offers both professional and research-oriented course work. It is a hybrid program in which students can complete at least 50% (a total of 18 credits), of the 36-credit degree requirement online. Our applied courses help provide the knowledge and skills to research, plan, implement and evaluate activities designed to achieve communication goals in a variety of professional settings. Our theory and methodology courses provide students with the academic tools they need to complete the final components of the program—either comprehensive exams or a thesis. In addition to Mass Communication and Communication Studies courses, students will be able to choose from a wide variety of elective courses offered across the university.

The master’s program is appropriate for both career-oriented individuals who want to advance in their chosen fields and for students who intend to pursue further graduate studies.

Admission Requirements

This program admits fall and summer with three deadlines: February 1, June 1, and August 1.

- A bachelor's degree from a regionally accredited college or university in the following fields: mass communication; public relations and advertising; communication studies; or related field; or equivalent professional experiences that are documented by the student and approved by the program director.

- A minimum overall undergraduate GPA of 3.00 or higher for full admission.

Please complete the online application (http://www.towson.edu/academics/graduate/admissions/apply), including the following:

- Completed application
- Transcripts
- Fees
- One letter of recommendation
- A résumé
- A statement in 1,000 words or less (typed, double-spaced), based on your résumé, that:
  - expresses your intent and/or interest;
  - explains your professional and academic experiences with researching, planning, implementing and evaluating communication programs and campaigns; and
  - describes at least four learning objectives—what you want to achieve in this program and why

Non-immigrant international students: See additional admission information in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/apply/international.html)

**See Exceptions to Policy in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/apply/policies.html)

Degree Requirements

Students in the Master of Science in Communications Management must meet the following degree requirements:

- Completion of prerequisite courses.
- Completion of a total 36 units of course work. All students will complete 15 units of required courses. Thesis students will complete 15 units of electives and 6 units of thesis coursework. Non-thesis students will complete 21 units of electives and take 3 comprehensive exams. A minimum of 27 units must be earned at the 600-800 levels.
- Students may register for the thesis only after completion of all course work.
- Students may take their comprehensive exams during their last semester of course work or after they have completed all the course work.
- To receive a Master of Science in Communication Management, students may not have earned more than one C for any of the required or elective courses.

Non-Thesis Option/Comprehensive Exams

The students with an applied focus will be required to take 36 units of courses and pass three comprehensive exams to complete the program. These will be written, on-campus examinations in the following areas of the communications field: theory, research methods and a communication subject area chosen by the student. The examination questions will be approved by the graduate director and supervised by faculty who teach those courses. Only Mass Communication or Communication Studies graduate and associate graduate faculty can submit comprehensive exam questions. Students may take comprehensive exams after they have completed 30 units of courses or after they have completed all their course work.

NOTE: Students must pass all three comprehensive exams. To provide flexibility in faculty evaluation of comprehensive exam answers, there will be three categories of passing: Low Pass, Pass or Pass with excellence. If students fail an exam, they can retake it once. If students fail an exam a second time, they will be dismissed from the program.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOM 605</td>
<td>COMMUNICATION THEORY</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 606</td>
<td>PRACTICE OF PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 631</td>
<td>QUANTITATIVE RESEARCH METHODS IN COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 632</td>
<td>QUALITATIVE RESEARCH METHODS IN COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 639</td>
<td>MASS COMMUNICATION AND CULTURE</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives
Select 21 units (at least 9 units from COMM/MCOM) from the Electives listed below

Total Units 36

**Thesis Option**

Students with a research focus, or who plan to continue their academic studies past a master's degree, can choose to take 30 units of courses and 6 thesis units. These students will be required to write a thesis under the guidance of a faculty advisor from the department and defend their thesis in front of a department committee. Students may register for thesis units only after they have completed 30 units of coursework. The thesis in front of a department committee before the student can begin collecting his/her data for the thesis. Thesis students will sign up for 6 units of a thesis supervised by a member of the graduate faculty in Mass Communication and Communication Studies: MCOM 897; MCOM 898; or MCOM 899.

Students must defend a thesis proposal, which will be approved by the thesis committee before the student can begin collecting his/her data for the thesis. Thesis students will sign up for 6 units of a thesis supervised by a member of the graduate faculty in Mass Communication and Communication Studies: MCOM 897; MCOM 898; or MCOM 899.

NOTE: If students fail the proposal defense (and/or thesis defense), they can take it only once. If students fail their proposal or thesis defense twice, they will be dismissed from the program.

**Electives from Outside the MCCS Department**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 610</td>
<td>ELEMENTS OF WWW DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>ART 620</td>
<td>GRADUATE TYPOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>ART 641</td>
<td>INTERACTIVE MEDIA CONCEPT AND THEORY</td>
<td>3</td>
</tr>
<tr>
<td>ART 765</td>
<td>GRADUATE DESIGN FOR THE WWW</td>
<td>3</td>
</tr>
<tr>
<td>ISTC 541</td>
<td>FOUNDATIONS IN INSTRUCTIONAL TECHNOLOGY</td>
<td>3</td>
</tr>
<tr>
<td>ISTC 605</td>
<td>WEB-BASED INSTRUCTION IN EDUCATION</td>
<td>3</td>
</tr>
<tr>
<td>ISTC 633</td>
<td>INSTRUCTIONAL VIDEO</td>
<td>3</td>
</tr>
<tr>
<td>ISTC 655</td>
<td>MULTIMEDIA DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>ISTC 687</td>
<td>COMPUTER-BASED INSTRUCTION</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 563</td>
<td>BUSINESS ETHICS</td>
<td>3</td>
</tr>
<tr>
<td>POSC 509</td>
<td>COMPARATIVE POLITICAL SYSTEMS</td>
<td>3</td>
</tr>
<tr>
<td>POSC 527</td>
<td>POLITICAL THRY I</td>
<td>3</td>
</tr>
<tr>
<td>POSC 528</td>
<td>POLITICAL THY II</td>
<td>3</td>
</tr>
<tr>
<td>POSC 530</td>
<td>AMERICAN POLITICAL THOUGHT</td>
<td>3</td>
</tr>
<tr>
<td>POSC 585</td>
<td>SEMINAR IN POLITICAL THEORY</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 617</td>
<td>EDITING</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 619</td>
<td>COMMUNICATION IN THE PROFIT/NONPROFIT SECTORS</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 621</td>
<td>BUSINESS WRITING</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 623</td>
<td>TECHNICAL WRITING AND INFORMATION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 625</td>
<td>DESIGN LAYOUT &amp; PRODUCTION</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 627</td>
<td>MODERN RHETORIC</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 628</td>
<td>DESIGNING CONTENT FOR THE WEB</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 670</td>
<td>TOPICS IN WRITING</td>
<td>1</td>
</tr>
<tr>
<td>PRWR 677</td>
<td>TOPICS IN WRITING</td>
<td>1</td>
</tr>
<tr>
<td>PRWR 713</td>
<td>FREELANCE WRITING</td>
<td>3</td>
</tr>
<tr>
<td>PRWR 729</td>
<td>CORPORATE COMMUNICATIONS CONSULTING</td>
<td>3</td>
</tr>
<tr>
<td>SOC 605</td>
<td>AMERICAN POLITICS IN THE 21ST CENTURY</td>
<td>3</td>
</tr>
<tr>
<td>SOC 606</td>
<td>SOCIOLOGICAL INSIGHT</td>
<td>3</td>
</tr>
<tr>
<td>WMST 550</td>
<td>B-MORE: BALTIMORE AND URBAN COMMUNITIES</td>
<td>3</td>
</tr>
</tbody>
</table>
WMST 603 THE DIVERSITY OF WOMEN 3
WMST 605 WOMEN IN AN INTERNATIONAL CONTEXT 3
WMST 607 ADVANCED FEMINIST THEORY 3
WMST 611 WOMEN, PUBLIC POLICY AND SOCIAL CHANGE 3

1 Students in the Communication Management master’s program must have graduate director approval before signing up for a Topics in Writing course.

NOTE:
1. Up to 6 units of graduate courses may be transferred from other approved universities, subject to approval by the graduate program director.
2. No more than 9 units of 500-level courses can be taken.
3. Some required and elective courses have prerequisites. Students are responsible for making sure they have met these prerequisites prior to taking the course.
4. Some courses may not be offered each term. Students should consult each term’s schedule of classes when determining which courses to take.
5. No more than two 3-unit Independent Study courses may be applied to the degree; and, all Independent Study courses need to be approved by the program director prior to enrollment.
6. Students may take graduate-level electives not listed above only if approved by the graduate program director.

1. Students will be able to use and evaluate quantitative and qualitative research techniques in the gathering of research data appropriate to the field of communication.
2. Students will enhance and develop writing skills in established and emerging integrated communication venues including electronic, print and broadcast platforms.
3. Students will be able to identify appropriate communication based theories and apply them in the course of solving real world problems in the field of communication.
4. Students will understand and apply the communication process that connects organizations and audiences in mutually beneficial relationships.

Communication Studies Courses

COMM 518 COMMUNICATION TRAINING AND DEVELOPMENT (3)
Instructional strategies for implementing objectives, specifying and evaluating results.

COMM 519 ORGANIZATIONAL COMMUNICATION (3)
Theories and processes of decision making in organizations including classical, human resources, cultural, systems, and critical approaches. Emphasis on the role of communication plays in assimilation, decision making, conflict, diversification, and crisis management.

COMM 520 COMMUNICATION IN THE LEGAL PROCESS (3)
Focus on communication questions and skills by lawyers, judges, litigants and jurors in criminal and civil justice. Survey of research related to verbal and nonverbal aspects of communication as they apply to the legal concerns of interview, negotiation and litigation. Prerequisite: Consent of instructor.

COMM 522 CONFERENCE AND MEETING MANAGEMENT (3)
Communicative details in preparing for and conducting events.

COMM 795 INDEPENDENT STUDY IN COMMUNICATION STUDIES (1-6)
Directed study through readings, projects, papers or seminars. May be repeated for a maximum of 6 credits. Prerequisite: 15 credits of graduate-level communication or mass communication courses and consent of instructor.

Mass Communication Courses

MCOM 502 LITERARY JOURNALISM (3)
Literary techniques and dramatic structure for print and online journalistic media.

MCOM 507 MULTIMEDIA REPORTING (3)
Research and create multimedia news and feature articles incorporating hypertext and graphics and photographic, audio and video elements. Not open to students who have successfully completed MCOM 407. Lab/Class fee will be assessed.

MCOM 519 CORPORATE COMMUNICATION MANAGEMENT (3)
A survey of practical theories and applications that are related to corporate communication practices. Topics include group and individual behaviors in corporate environments, managing conflict, culture, change, and innovation; and leadership/management communication. The particular emphasis will be placed on advertising, public relations, or brand communication organizations and on developing a critical assessment on corporate communication practices and prepare a research paper on this topic. Prerequisite: Communication Management graduate students.

MCOM 533 MEDIA ETHICS (3)
Ethical principles, issues, dilemmas in mass communication; professional codes; interpersonal, small group, organizational and societal factors affecting mediated communication.

MCOM 543 INTERNATIONAL ADVERTISING (3)
Role of advertising and promotion programs in the world marketplace, consideration of global and local perspectives, key decisions in agency operations, creative aspects and media.

MCOM 547 ADVERTISING CAMPAIGNS (3)
Application of advertising principles and practices to the development of campaigns and the preparation of plan books.

MCOM 550 PUBLIC OPINION AND THE PRESS (3)
Journalistic aspects of public opinion and propaganda; the impact of mass communication media on the formation of public opinion. Techniques of polling and testing public opinion.

MCOM 551 PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS (3)
Fundraising and developing, implementing and evaluating public relations campaigns for nonprofit organizations.

MCOM 553 STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS CAMPAIGNS. (3)
Research, planning, implementing and evaluating programs and campaigns.

MCOM 555 PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS (3)
Research, planning, implementing and evaluating programs and campaigns.

MCOM 559 PROFESSIONAL ISSUES IN STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS. (3)
Technical, managerial, legal, ethical and accreditation issues and concerns. Prerequisite: Consent of instructor.

MCOM 560 INTERNSHIP IN MASS COMMUNICATION (1-6)
Under faculty and Career Center supervision, students work as intern with a professional in the field of mass communication. May be repeated for a maximum of 9 units, but only 6 units will apply to the major. S/U grading. Prerequisites: Junior/senior standing, cumulative QPA of 2.75 and 3.00 in the major, completion of appropriate courses determined by the department; please check with Career Center for specifics.
MCOM 570 SPECIAL TOPICS IN MCOM (3)
Study of selected topics in the field of mass communication. Topics will vary according to instructor.

MCOM 603 CRITICISM IN MASS MEDIA (3)
Critical analysis of film and television with focus upon cultural, commercial and aesthetic values that affect these media.

MCOM 605 COMMUNICATION THEORY (3)
Examination and critique of contemporary communication theories. Prerequisite: MCOM graduate student or consent of instructor.

MCOM 606 PRACTICE OF PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION (3)
Second in sequence of two courses that examine the body of knowledge in public relations, with a focus on the strategic management of communication, including marketing, case studies and field investigations. Prerequisite: MCOM 605.

MCOM 617 INTERNATIONAL COMMUNICATION (3)
Media systems of the world compared relative to their political, cultural, sociological, economic, religious, historical and broadcasting and print structures. In-depth analysis of American global media efforts.

MCOM 621 MASS MEDIA LAW AND REGULATIONS (3)
Legal limits on freedom of the press, Constitutional guarantees, libel, contempt, obscenity, privacy, ethical problems and the right to know. Origins and concepts of freedom of information and its evolution in Constitutional law and judicial decisions: contemporary problems of censorship in publishing, broadcasting and film.

MCOM 631 QUANTITATIVE RESEARCH METHODS IN COMMUNICATION (3)
Introduction to quantitative research methods in communication. Development of quantitative communication research designs. Prerequisites: PSYC 212, or MATH 231 or equivalent, MCOM 605 (may be taken concurrently).

MCOM 632 QUALITATIVE RESEARCH METHODS IN COMMUNICATION (3)
Introduction to qualitative research methods in communication. Development and execution of qualitative communication research design. Prerequisite: MCOM 605 (may be taken concurrently) or consent of the instructor.

MCOM 638 MANAGING COMMUNICATION IN A CULTURALLY DIVERSE SOCIETY (3)
Study of the complexities of managing integrated communication in a society composed of diverse audiences including cultural, ethnic, physical, life style, religious and racial diversity. Prerequisite: Student must have graduate standing.

MCOM 639 MASS COMMUNICATION AND CULTURE (3)
Examination of the role of mass media and communication technologies in shaping culture and human agency. Emphasis on both historical and contemporary ideas about how media, culture, and communication technologies intersect to create social meaning. Prerequisites: MCOM 605 and one of the following: MCOM 631 or MCOM 632 or consent of the instructor.

MCOM 640 SOCIAL MEDIA AND CONTENT STRATEGY (3)
Explores the changing world of digital and social media, exploring both theory and content strategy in depth from the perspective of communication managers. Prerequisite: graduate standing.

MCOM 650 MEDIA AND POLITICS (3)
Relationships between the mass media and the political system. The influence of the media on political careers, the adversarial and support roles of the media.

MCOM 660 CRISIS COMMUNICATION (3)
Explores communication theories and techniques used in crisis communication and apologia. Topics include inoculation practices, crisis avoidance, bolstering, models of leadership and crisis management plans. Prerequisites: Graduate standing.

MCOM 670 SPECIAL TOPICS IN MASS COMMUNICATIONS (3)
Exploration of current media topics. Prerequisite: Varies with each topic.

MCOM 683 COMMUNICATING IN SOCIETY: PERCEPTION AND REALITY (3)
Examines historic and contemporary impact that communication has played in creating world cultures and societies. Areas of investigation will include public relations, advertising, electronic media, propaganda, the internet, and movies. Prerequisites: MCOM 605, MCOM 606, MCOM 625, and MCOM 631.

MCOM 795 INDEPENDENT STUDY IN MASS COMMUNICATION (3)
Directed study in production or research in selected areas through readings, projects, papers and/or seminars. May be repeated for a maximum of 6 units. Prerequisites: 15 units of graduate-level mass communication and/or communication studies courses, and consent of instructor.

MCOM 881 GRADUATE PROJECT IN COMMUNICATION MANAGEMENT (1-6)
Under faculty supervision, a student will complete a professional project to showcase his or her successful acquisition of knowledge from the courses in the graduate program. The student will choose a topic, develop the project with an appropriate method of investigation, and report the finding in writing. May be taken as one to six units per semester and repeated for a maximum of 6 units. Graded S/U. Prerequisite: consent of instructor.

MCOM 897 MCOM THESIS (6)
An original investigation using acceptable research method and design to be pursued under the direction of one or more faculty members.

MCOM 898 MCOM THESIS (3)
The previous course, MCOM 897, taken over two consecutive semesters.

MCOM 899 THESIS CONTINUUM (1)
Continuation of thesis research.