COMMUNICATION MANAGEMENT M.S.

Degree: Master of Science
https://www.towson.edu/cofac/departments/mass-communication/communication-management/index.html

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 units), of the 36-unit 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—comprehensive exams, graduate professional project or a thesis. In addition to Mass Communication 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

Program Enrollment: F-1 and J-1 students are required to be enrolled full-time. The majority of their classes must be in-person and on campus. See the list of programs that satisfy these requirements (https://www.towson.edu/academics/graduate/admissions/international/programs-complying) and contact the International Student and Scholars Office (https://www.towson.edu/academics/international) with questions.

Admission Procedures: See additional information regarding Graduate Admission policies (https://www.towson.edu/academics/graduate/admissions/policies.html) and International Graduate Application (https://www.towson.edu/academics/graduate/admissions/international) online.

**See Exceptions to Policy in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/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 (a) complete 21 units of electives and take 3 comprehensive exams or (b) complete 15 units of electives and 6 units of graduate project. A minimum of 27 units must be earned at the 600-800 levels.
- Students may register for the thesis/graduate project 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 Options

The students with an applied focus will have two options to complete the program. The first option is to take 36 units of courses and pass three comprehensive exams to complete the program. The second option is to take 30 units of courses and 6 graduate project units to complete the program.

The Comprehensive Exam Option: The comprehensive exams 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 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 for a particular subject, they can retake it once.
If students fail an exam a second time, they will be dismissed from the program.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</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>
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<tr>
<td>MCOM 631</td>
<td>QUANTITATIVE RESEARCH METHODS IN COMMUNICATION</td>
<td>3</td>
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<tr>
<td>MCOM 632</td>
<td>QUALITATIVE RESEARCH METHODS IN COMMUNICATION</td>
<td>3</td>
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<tr>
<td>MCOM 640</td>
<td>SOCIAL MEDIA AND CONTENT STRATEGY</td>
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Electives
Select 21 units (at least 9 units from MCOM) from the Electives listed below

Total Units 36

The Graduate Project Option: Students who plan to conduct a graduate project to complete the degree can choose to take 30 units of courses and 6 graduate project units. These students will complete a professional project to showcase their successful acquisition of knowledge from the courses in the graduate program under the guidance of a faculty adviser from the department. These students will choose a topic, develop the project with an appropriate method of investigation, and report the findings in writing. Students may register for graduate project units only after they have completed 30 units of course work. The focus of the graduate project should be based on students’ interests, and will have to be approved by the faculty adviser. Students choosing the graduate project option should sign up for 6 units of MCOM 881 Graduate Project in Communication supervised by a member of the graduate faculty in the Department of Mass Communication.

NOTE: If students fail the MCOM 881, they can retake it only once. If students fail it twice, they will be dismissed from the program.

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Thesis
Select 6 units from one of the following:

- MCOM 897 MCOM THESIS
- MCOM 898 MCOM THESIS

Electives
Select 15 units (at least 9 units from MCOM) from the electives listed below

Total Units 36

Department Electives

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<tr>
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<tbody>
<tr>
<td>MCOM 502</td>
<td>LITERARY JOURNALISM</td>
<td>3</td>
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<tr>
<td>MCOM 507</td>
<td>MULTIMEDIA REPORTING</td>
<td>3</td>
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<tr>
<td>MCOM 519</td>
<td>CORPORATE COMMUNICATION MANAGEMENT</td>
<td>3</td>
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<tr>
<td>MCOM 533</td>
<td>MEDIA ETHICS</td>
<td>3</td>
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<td>MCOM 543</td>
<td>INTERNATIONAL ADVERTISING</td>
<td>3</td>
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<tr>
<td>MCOM 547</td>
<td>ADVERTISING CAMPAIGNS</td>
<td>3</td>
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<tr>
<td>MCOM 550</td>
<td>PUBLIC OPINION AND THE PRESS</td>
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<td>MCOM 551</td>
<td>PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS</td>
<td>3</td>
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<tr>
<td>MCOM 553</td>
<td>STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS CAMPAIGNS</td>
<td>3</td>
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<tr>
<td>MCOM 559</td>
<td>PROFESSIONAL ISSUES IN STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS</td>
<td>3</td>
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<tr>
<td>MCOM 603</td>
<td>CRITICISM IN MASS MEDIA</td>
<td>3</td>
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<tr>
<td>MCOM 617</td>
<td>INTERNATIONAL COMMUNICATION</td>
<td>3</td>
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<tr>
<td>MCOM 621</td>
<td>MASS MEDIA LAW AND REGULATIONS</td>
<td>3</td>
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### Electives from Outside the MCOM Department

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<tbody>
<tr>
<td>WMST 603</td>
<td>THE DIVERSITY OF WOMEN</td>
<td>3</td>
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<td>WMST 605</td>
<td>WOMEN IN AN INTERNATIONAL CONTEXT</td>
<td>3</td>
</tr>
<tr>
<td>WMST 507</td>
<td>MULTIMEDIA REPORTING</td>
<td>3</td>
</tr>
<tr>
<td>WMST 508</td>
<td>TOPICS IN WRITING</td>
<td>3</td>
</tr>
<tr>
<td>WMST 509</td>
<td>WRITING AND INFORMATION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>ART 605</td>
<td>ART 610</td>
<td>ART 641</td>
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<tr>
<td></td>
<td>MANAGING COMMUNICATION IN A CULTURALLY DIVERSE SOCIETY</td>
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<tr>
<td>MCOM 639</td>
<td>MASS COMMUNICATION AND CULTURE</td>
<td>3</td>
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<tr>
<td>MCOM 651</td>
<td>MEDIA AND POLITICS</td>
<td>3</td>
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<tr>
<td>MCOM 660</td>
<td>CRISIS COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 670</td>
<td>SPECIAL TOPICS IN MASS COMMUNICATIONS (More than one Special Topics course may be offered during the same term)</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 795</td>
<td>INDEPENDENT STUDY IN MASS COMMUNICATION</td>
<td>3</td>
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### Communication Studies Courses

**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 795 INDEPENDENT STUDY IN COMMUNICATION STUDIES (1-6)**
- Directed study through readings, projects, papers or seminars. May be repeated for a maximum of 6 units. Prerequisites: 15 units of graduate-level courses or 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.

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

### NOTE:

- Up to 6 units of graduate courses may be transferred from other approved universities, subject to approval by the graduate program director.
- No more than 9 units of 500-level courses can be taken.
- Some required and elective courses have prerequisites. Students are responsible for making sure they have met these prerequisites prior to taking the course.
- Some courses may not be offered each term. Students should consult each term's schedule of classes when determining which courses to take.
- 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.
- 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.
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 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.

MCOM 651 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 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.