

MASTER OF ARTS IN PROFESSIONAL COMMUNICATION

Program Director
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2015 Bliss Hall
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Program Description

The Master of Arts degree in Professional Communication is designed for professionals in any organizational setting who wish to develop advanced communication knowledge and skills, as an end in itself or as preparation for a doctoral degree. In profit and non-profit, academic or non-academic settings, the program learning outcomes will be beneficial to anyone, but especially to managers and administrators.

Admission Requirements

In addition to the Graduate Studies admission requirements, to be admitted to the MA program, students must submit the following information for consideration.

- A current resume outlining academic and professional experience
- A letter of interest explaining how the candidate’s academic and/or professional experience and goals align with the MA program
- Official transcript(s) documenting a minimum cumulative GPA of 3.0 on a 4.0 scale. The applicant must send one transcript from each college or university attended, except YSU, to Graduate Admissions in Coffelt Hall.
- Three completed recommendation forms
- Evidence of graduate-level writing and critical thinking skills in the form of any one of the following:
 - a 5 to 10 page individual writing sample,
 - or a score of 3.5 or higher on the GRE Analytical Writing assessment,
 - or a score of 155 or higher on the GRE Verbal assessment.

Students who do not meet the requirements for admission to the MA program may be admitted on a provisional basis with a score of 3.5 or higher on the GRE Analytical Writing assessment.

Faculty Research Interests

Communication Studies

Rebecca M. L. Curnalia, Ph.D., Professor
Informational and emotional content and effects of political communications; informational and emotional processing; political knowledge; political attitudes; vote choice; political motives; fear appeals; gender bias; grassroots campaigns

Adam C. Earnhardt, Ph.D., Professor
Sports media and fandom; media ethics; social media platforms; applications and campaigns; interpersonal and organizational conflict management and negotiation; public speaking and communication pedagogy

Cary Wecht, Ph.D., Professor
Nexus of media use and interpersonal communication; communibiology paradigm; business communication; use of media during 9/11; reality television

English (Professional AND TECHNICAL WRITING)

Diana Awad-Scrocco, Ph.D., Associate Professor

Professional and technical writing; medical rhetoric and communication; composition pedagogy; writing center theory and practice

Jay L. Gordon, Ph.D., Associate Professor
Rhetoric; technical and professional communication; document design; pedagogy of writing

Marketing

Kendra Fowler, Ph.D., Professor
Services marketing; retailing

Bruce Keillor, Ph.D., Professor, Chair
Marketing strategy; firm-level political strategy; cross-cultural marketing

Christina Saenger, Ph.D., Associate Professor
Consumer behavior; social media; identity; branding

Doori Song, Ph.D., Associate Professor
Advertising effect; consumer motivation; information processing; emerging media

Ying Wang, Ph.D., Professor
Integrated marketing communication; brand communication; international marketing; e-marketing

COURSE	TITLE	S.H.	
Core Courses			
CMST 6900	Survey of Communication Graduate Studies	3	
CMST 6980	Qualitative Research Methods	3	
CMST 6990	Quantitative Research Methods	3	
Professional Communication Skills			
CMST 6953	Teamwork and Collaboration	3	
CMST 6957	American Corporate Culture	3	
Choose three Professional Communication Electives			
CMST 5845	Communication for Instructors and Trainers	9	
CMST 5852	Conflict Management and Negotiation		
CMST 5860	Persuasion and New Media		
CMST 5889	Theory of Sports and Communication		
CMST 5898	Seminar		
Choose one Completion Option			
Option One: Thesis			
CMST 6995	Thesis	6	
Option Two: Capstone and Internship			
CMST 6970	Internship		
CMST 6994	Capstone		
Total Semester Hours		30	

Accelerated MA Professional Communication

Undergraduate students can apply for admission into the accelerated program for the MA in Professional Communication after completing 60 semester hours with a GPA of 3.5 or higher. After being admitted into the program, students can take a maximum of nine semester hours of graduate coursework that can count toward both an bachelor’s and master’s degree from the Department of Communication. The courses chosen to count for both undergraduate and graduate coursework must be approved by the Graduate Director upon admission into the program.

Learning Outcomes

1. Apply theory- and research-based best practices in professional contexts.
2. Produce effective messages for multiple audiences using current technologies.
3. Employ effective strategies for organizing and collaborating.
4. Employ advanced analytical and research skills in professional contexts.
5. Prepare and deliver effective internal and external organizational messages.
6. Present their research at university, state, and regional conferences.
7. Learn how to lead and appreciate an increasingly diverse and inclusive workforce

Graduate Courses

CMST 5810 Leadership, Diversity, and Belongingness in the Modern Workplace 3 s.h.

Experiential course exploring the concepts of leadership, diversity, and belonging in the modern workplace, focusing on intercultural communication, the benefits of a diverse workforce, and the challenges that organizations face in creating and maintaining an inclusive workplace.

Prereq.: None.

CMST 5845 Communication for Instructors and Trainers 3 s.h.

Experiential course for students interested in teaching or corporate training. The course introduces students to instructional design, instructional technologies, and best practices for teaching diverse learners in in-person, online, and hybrid courses.

Prereq.: none.

Cross-Listed: 4+1 for Multimedia Communication and Journalism students.

CMST 5850 Multimedia Content Creation 3 s.h.

Exploration and application of the art and science of multimedia content creation focused on skills to produce engaging, cross-platform content, multimedia storytelling, visual design, audio production, and interactive media, fostering their creative and technical proficiencies.

Prereq.: None.

CMST 5852 Conflict Management and Negotiation 3 s.h.

An in-depth analysis of the theories and variables influencing conflict management, resolution, and negotiation. Includes strategies and skills for mediation and arbitration.

Prereq.: Junior Standing.

CMST 5860 Persuasion and New Media 3 s.h.

Introduction to persuasion theory and application of theory to new communication media.

Prereq.: Junior standing.

CMST 5870 Advanced Public Relations 3 s.h.

This course examines and employs effective communication strategies for organizations in the contemporary world including in-depth exploration of advanced techniques, trends, and strategies that drive successful public relations campaigns, as well as foundational PR principles, and external communication concepts.

Prereq.: None.

CMST 5889 Theory of Sports and Communication 3 s.h.

CMST 5889. An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship.

Prereq.: Junior Standing.

CMST 5898 Seminar 3 s.h.

A cooperative exploration of topics in communication studies. May be repeated up to 6 semester hours.

Prereq.: Junior standing.

CMST 6900 Survey of Communication Graduate Studies 3 s.h.

Orientation to teaching, learning, and research in the communication discipline for new graduate students.

CMST 6945 Communication for the Classroom Teacher 3 s.h.

The study of communication theory and practice appropriate for the prospective classroom teacher. Theories and application exercises focus on interpersonal communication, group communication, and classroom speaking.

CMST 6950 Computer Mediated Communication Research 3 s.h.

Theory, research, and application of CMC including examination of computer communication theories and relevant research methodologies, web design theory and critiques, blogging, podcasting, e-mailing, social media, multimedia storytelling. Design, implementation, and evaluation of CMC.

CMST 6953 Teamwork and Collaboration 3 s.h.

Principles and practices of group processes, critical thinking and creativity strategies, theory of group leadership and teamwork through collaborative strategies, conflict management and mediation, advanced group decision-making and problem solving, motivational strategies.

CMST 6957 American Corporate Culture 3 s.h.

Includes instruction in the types of cultures in American organizations, assessments of culture and climate, and best practices for shaping culture and improving climate to promote creativity, productivity, and employee satisfaction.

CMST 6970 Internship 3 s.h.

Communication-related work in a professional setting.

Prereq.: Special approval required.

CMST 6980 Qualitative Research Methods 3 s.h.

Introduction to and application of qualitative research methods relevant to business communication settings.

CMST 6990 Quantitative Research Methods 3 s.h.

Project-based course covering quantitative research methods, including surveys, experiments, and online analytics. Projects include data collection, analysis, and reporting using industry-standard software and platforms.

CMST 6991 Communication Problems: Independent Study 3 s.h.

Individual study and practical application of communication research principles to various organizational, group and mediated communication problems.

CMST 6994 Capstone 3 s.h.

Applied research paper on a communication topic. Oral presentation required. For non-thesis option students only. Thesis option students should take CMST 6995: Thesis.

Prereq.: Completion of the MA core courses.

CMST 6995 Thesis 3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses.

CMST 6996 Thesis 2 3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses AND CMST 6995.

CMST 6997 Thesis 3 1-3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses AND CMST 6995 and CMST 6996.