

**MA in Corporate Communication
Baruch College/CUNY
New York, New York
Completed Thesis/Capstone Projects
(revised August 2019)**

Available at the [Baruch College Library](http://www.baruch.cuny.edu/library/about/contact.html)
(<http://www.baruch.cuny.edu/library/about/contact.html>)
or contact the WSAS Graduate Studies Office
at: wsas.graduate.studies@baruch.cuny.edu or 646-312-4490

Customers' trust in Marriot International

Thesis by **Alexis Rothberg**
Advisor: Minna Logemann
Reader: Caryn Medved
May 2019

Communicative Tensions between Indian Hindu Immigrant Parents and their Children in New York City

Thesis by **Savitri Chankarsingh**
Advisor: Sarah Bishop
Reader: Michael Goodman
May 2019

What Makes Sponsored Posts by Instagram Influencers Trustworthy

Thesis by **Nakyung Lee**
Advisor: Michael Bayer
Reader: Michael Goodman
May 2019

Illness and the Workplace: Issues and Implications for Employees and Employers

Thesis by **Victoria Dolan**
Advisor: Minna Logemann
Reader: Michael Goodman
May 2019

Together Apart: Influences and Barriers to Engagement among Remote Workers

Thesis by **Stacey-Robin Johnson**
Advisor: Stephen Dishart
Reader: Michael Bayer
May 2019

A Look behind the Curtain: An Exploration on How Diversity and Inclusion Contributes To the Experience of African Americans in the Workplace

Thesis by **Samantha Williams**
Advisor: Caryn Medved
Reader: Sarah Bishop
May 2019

Improving Doctor-Patient Communication – An Institutional Outline

Thesis by **Gustavo Viasman**

Advisor: Allison Clair

Reader: Caryn Medved

May 2019

Sustainability in the Arts and Strategic Communications

Thesis by **Rosanna Plasencia**

Advisor: Allison Hahn

Reader: Michael Goodman

May 2019

Digital Media vs Emerging Digital Markets

Thesis by **Chioma Okpara**

Advisor: Allison Hahn

Reader: Rianne Subjianto

May 2019

Trash Talk and Reputation: Uncovering Best Practices in Corporate Engagement with Disinhibited Communication

Thesis by **Vladimir Popovic**

Advisor: Michael Bayer

Reader: Michael Goodman

May 2019

Brand Activism and Luxury Fashion Reputation

Thesis by **Paula Volos**

Advisor: Minna Logemann

Reader: Michael Goodman

May 2019

Gender Inequality in Career Path in the Public Relations (PR) and Corporate Communications (CC) Industries

Thesis by **Alina Porter**

Advisor: Caryn Medved

Reader: Minna Logemann

May 2019

The Changing Images of American Women with the Influence of Propoganda Before, During, and After WWII

Thesis by **Sylvia Wong**

Advisor: Michael Goodman

Reader: Caryn Medved

May 2019

The Corporate Culture of New Age Business

Thesis by **Diana Delmontie**

Advisor: Michael Goodman

Reader: Caryn Medved

May 2019

***Strategic Communication and Recruitment Practices for Amplifying Racial Diversity
in Commercial Real Estate***

Thesis by **Brandon Levesque**

Advisor: Dr. Sarah Bishop

Reader: Dr. Michael B. Goodman

May 2018

Hashtags for Help: How Nonprofits Engage Supporters on Social Media

Thesis by **Mike Frisch**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Sarah Bishop

May 2018

Internal Communication: The Secret of Success for Any Organization

Thesis by **Fama Gueye**

Advisor: Professor Stephen Dishart

Reader: Dr. Michael B. Goodman

May 2018

The Influence of Digital Media on Marketing and Advertising

Thesis by **Caliopia Petre**

Advisor: Professor Stephen Dishart

Reader: Dr. Michael B. Goodman

May 2018

The Impact of Paternity Leave on Work-Life Balance

Thesis by **Leighann Dunkley**

Advisor: Dr. Sarah Bishop

Reader: Prof. Denise Patrick

May 2018

The Importance of Internal Communications and Employee-Generated Content Thesis
by **Richard E. Gonzalez**

May 2018

Fake News Defined: Understanding a New War on Information

Thesis by **Mark Stein**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Rianne Subijanto

May 2018

No Homo: Homosexuality in Hip Hop Marketing

Thesis by **Micaella Duncan**

Advisor: Dr. Allison Hahn

Reader: Dr. Caryn Medved

May 2018

African American Natural Hair in the Workplace

Thesis by **Cymon Thomas**

Advisor: Dr. Allison Hahn

Reader: Dr. Michael B. Goodman

May 2018

An Analysis of the Messages Male Students Received about Higher Education

Thesis by **Alejandro Mckenzie**

Advisor: Professor Michael Bayer

Reader: Dr. Michael B. Goodman

May 2018

Influences of Unethical Employee Conduct in the Financial Industry: The Impact on Corporate Reputation

Thesis by **Subrina Noel**

Advisor: Prof. Stephen Dishart

Reader: Dr. Eric Gander

May 2018

Volkswagen's Organizational Structure: Co-Management as the Driver of Unethical and Unlawful Conduct?

Thesis by **Philipp Jago**

Advisor: Dr. Michael B. Goodman

Reader: Prof. Shelley Spector

May 2018

Communication, Social Influencers and Social Media's Impact on Subscription Based Marketing

Thesis by **Jennifer Pizzurro**

Advisor: Dr. Caryn Medved

Reader: Dr. Michael B. Goodman

May 2018

CSR in the NFL: Can Corporate Social Responsibility save the National Football League?

Thesis by **Kimberly Isidahomen**

Advisor: Professor Stephen Dishart

Reader: Dr. Michael B. Goodman

May 2018

Employee Volunteerism: Its Impact and How It is Evolving

Thesis by **Damelvy Rodriguiz**

Advisor: Prof. Stephen Dishart

Reader: Dr. Caryn Medved

May 2018

Crisis Management and Reputation: A case study of Facework Strategies for Two Sports Scandals

Thesis by **Bryan Loor-Almonte**

Advisor: Dr. Elizabeth Minei

Reader: Professor Peter Horowitz

January 2018

Cultural Competence at Work: Bridging LGBTQ Identity and Work-Policy Conflicts

Thesis by **Simone McGill Warren**

Advisor: Dr. Elizabeth Minei

Reader: Dr. Caryn Medved

January 2018

Corporate Communication and Immigration Policies: An Analysis of Corporate Communication Industry and Political Issues

Thesis by **Amanda Lisboa**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Caryn Medved

January 2018

Professional Empathy in the Field Services

Thesis by **Petros Halkias**

Advisor: Professor Stephen Dishart

Reader: Dr. Michael B. Goodman

January 2018

Stranded Assets: ExxonMobil's Reputation Strategies Versus the Climate Change Movement 2015-17

Thesis by **Richard Etchison**

Advisor: Dr. Eric Gander

Reader: Dr. Caryn Medved

December 2017

The Role of Leadership in Shaping Organizational Culture: UN Leadership 2016-2017

Thesis by **Melodie Carli**

Advisor: Dr. Michael B. Goodman

Reader: Professor Stephen Dishart

May 2017

General Electric: A Case Study in Support of Flexible Work Environments

Thesis by **Caitlin Finnegan**

Advisor: Dr. Sarah Bishop

Reader: Dr. Michael B. Goodman

May 2017

Yesterday's (Fake) News

Thesis by **George Dalamas**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Allison Hahn

May 2017

Do Environmental NGO's Fight Climate Change with Words?: A Study of the Language Used by the Natural Resources Defense Council, The Environmental Defense Fund, and 350.Org

Thesis by **John Martin**

Advisor: Dr. Michael B. Goodman

Reader: Professor Peter Horowitz

May 2017

New Era of Policing: Community Policing and Reputation Management within the NYPD

Thesis by **Angeliessa Acevedo**

Advisor: Dr. Michael B. Goodman

Reader: Professor Michael Bayer

May 2017

Millennials in the Workplace: The Values, Preferences, Perceptions and Explanations of High Turnover in Their Generation

Thesis by **Stephanie Ficca**

Advisor: Dr. Michael B. Goodman

Reader: Professor Stephen Dishart

May 2017

Children's Education in Bangladesh: Opportunities for Corporate and Development Organization Support

Thesis by Sarwat Zabeen

Advisor: Dr. Allison Hahn

Reader: Dr. Caryn Medved

May 2017

Crisis Response Phase in Crisis Communication: Analysis of Volkswagen's and Chipotle's Crisis Responses

Thesis by **Irem Alkut**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Allison Hahn

May 2017

Organizational Culture of Startups in Coworking Spaces

Thesis by **Mariana Braz**

Advisor: Dr. Caryn Medved

Reader: Dr. Sarah Bishop

May 2017

Corporate Diplomacy

Thesis by **Edwin Tintin**

Advisor: Dr. Allison Hahn

Reader: Dr. Michael B. Goodman

May 2017

Rhetorical Analysis of the Dakota Access Pipeline

Thesis by **Marisa Monte**

Advisor: Dr. Allison Hahn

Reader: Dr. Caryn Medved

May 2017

The Silencing of Elizabeth Warren: A Case of Digital Persistence

Thesis by **Kathy Rushforth**

Advisor: Dr. Allison Hahn

Reader: Dr. Caryn Medved

May 2017

Nuances Between Low-Context and High-Context Communication.

Thesis by **Begum Ugurlu**

Advisor: Dr. Allison Hahn

Reader: Dr. Caryn Medved

May 2017

The Effects of the Samsung Galaxy Note 7 Video Advertisements on Consumer Emotions in the United States and in the People's Republic of China.

Thesis by **Edward Arias**

Advisor: Dr. Allison Hahn

Reader: Dr. Michael B. Goodman

May 2017

Re-Tailoring Masculinity: How Male Fashion Influencers are Defining a New Taste and a New Identity for Men

Thesis by **Chiara Basso**

Advisor: Dr. Caryn Medved

Reader: Dr. Michael B. Goodman

May 2017

Online Dating Racism and YouTube's Role in Awareness Raising

Thesis by **Nicholas Ledner**

Advisor: Dr. Caryn Medved

Reader: Dr. Allison Hahn

December 2016

Tinder and Paktor: How Two Similar Mobile Dating Apps Try to Break Through Prejudices in the United States and Southeast and East Asia

Thesis by **Violet Tran**

Advisor: Professor Peter Horowitz

Reader: Dr. Caryn Medved

December 2016

The All-Inclusive Start-Up: CSR Narratives in the Modern Social Start-Up

Thesis by **Miquel Morales**

Advisor: Dr. Caryn Medved

Reader: Dr. Allison Hahn

December 2016

Outlander's Gaze: The capitalization of the female gaze as a public relations and marketing tool

Thesis by **Jodiann Morris**

Advisor: Dr. Alison Griffiths

Reader: Dr. Caryn Medved

December 2016

CSR Communication and Consumer Perceptions: A Case Study of Unilever

Thesis by **Marianna Frantzis**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Caryn Medved

September 2016

Love Thy Neighbor: A Case Study on Airbnb and Uber's Communication Strategy

Thesis by **Stephanie Wajntraub**

Advisor: Professor Peter Horowitz

Reader: Dr. Michael B. Goodman

May 2016

Internal Communication of CSR initiatives: a Case Study of a Taiwan Based Multinational Company

Thesis by **Yun-Chen Chang**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Caryn Medved

May 2016

Emerging from Marriage Inc.: Communications Trends Amongst the Divorced

Thesis by **Rebecca Carriero**

Advisor: Professor Peter Horowitz

Reader: Dr. Caryn Medved

May 2016

Mobile Application as a Channel of Corporate Communication to Shape Corporate Image

Thesis by **Chin-Tsung Wang**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Caryn Medved

May 2016

Leading Practices in Communicating Corporate Social Responsibility Collaborations Between Business and Nonprofits to Achieve Enhanced Reputation

Thesis by **Dana Pungello**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Caryn Medved

May 2016

Millennials on the Move: Employer Reputation & Employee Engagement

Thesis by **Michael Ciaramella**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Caryn Medved

May 2016

Corporate America and Media: Hiring Managers Perception of Employee Appearance

Thesis by **Asha Atkins**

Advisor: Dr. Elizabeth Minei

Reader: Dr. Allison Hahn

May 2016

Brand Identity Coupling: How a Start-up Avoids Mismanaging Their Brand

Thesis by **Kareem Mumford**

Advisor: Dr. Elizabeth Minei

Reader: Professor Peter Horowitz

May 2016

Online-to-offline (O2O) Marketing in the Chinese Dining Industry

Thesis by Jinjin Xu

Advisor: Dr. Michael B. Goodman
Reader: Dr. Allison Hahn
May 2016

Real Artists Move Fast and Ship Broken Things: Programmer and Hacker Culture in the Communication Landscape

Thesis by **Vera Ruel-Wunsch**
Advisor: Professor Peter B. Hirsch
Reader: Dr. Michael B. Goodman
December 2015

A Quantitative Study of the Impact of Social Media Reviews on Brand Perception

Thesis by **Neha Joshi**
Advisor: Professor Peter Horowitz
Reader: Dr. Caryn Medved
December 2015

Choose Your Cellphone Provider: Using Behavioral Sciences in Telecom Advertisements

Thesis by **Anu Jagga-Narang**
Advisor: Professor Peter Horowitz
Reader: Professor Peter B. Hirsch
December 2015

Corporate Culture Adultery: The Case of Denmark and the United States

Thesis by **Tina Breiner**
Advisor: Dr. Elizabeth Minei
Reader: Dr. Richard Wilkins
December 2015

The Use of Social Media Within At-Risk Youth Nonprofit Organization

Thesis by **Blanca Rodriguez**
Advisor: Dr. Michael B. Goodman
Reader: Tracy Jackson, MA, PA-C, Clinical Coordinator and Medical Lecturer at The City College of New York, The Sophie Davis School of Biomedical Education/ Physician Assistant Program at Harlem Hospital Center
September 2015

Investigating Assumptions about the Importance of Computational Thinking Skills in Corporate Communication

Thesis by **Cori Carl**
Advisor: Dr. Michael B. Goodman
Reader: Professor Stephen Dishart
September 2015

Social Media: A Platform for Entrepreneur Among Millennials

Thesis by **Lynfred Hoyte**

Advisor: Dr. Michael B. Goodman
Reader: Professor Peter Horowitz
September 2015

Putting Students First: Creating a Social Media Strategy for Guttman Community College

Thesis by **Omairys Rodriguez**

Advisor: Professor Stephen Dishart
Reader: Dr. Michael B. Goodman
September 2015

Corporate Culture is Corporate Success: A T-Mobile U.S., Inc. Case Study

Thesis by **Julia Shteyman**

Advisor: Professor Stephen Dishart
Reader: Dr. Michael B. Goodman
September 2015

Social Media and The Communication Professional

Thesis by **Jessica Jacques**

Advisor: Professor Stephen Dishart
Reader: Professor Peter B. Hirsch
September 2015

Cash, Credit, Bitcoin

Thesis by **Benjamin Young**

Advisor: Professor Peter B. Hirsch
Reader: Dr. Michael B. Goodman
September 2015

Developing Student Attributes for the Virtual Workplace

Thesis by **Toni Joy Incandela**

Advisor: Dr. Elizabeth Minei
Reader: Dr. Michael B. Goodman
May 2015

Experiences and Patterns: Inductive Storytelling and its Attention Getting Characteristics

Thesis by **Meeckel Beecher**

Advisor: Dr. Elizabeth Minei
Reader: Dr. Jayson Harsin
May 2015

How to Keep Your Online Reputation Clean: A Case Study of Jones v. The Dirty

Thesis by **Georgena Pilitsis**

Advisor: Dr. Eric Gander
Reader: Dr. Jayson Harsin
May 2015

Women in the Workplace: An Exploration of Gender Barriers and Challenges Portrayed in Popular Television Fiction

Thesis by **Sarah Dyer**
Advisor: Professor Peter B. Hirsch
Reader: Professor Stephen Dishart; Dr. Alison Griffiths
May 2015

Measuring Museum's Social Media Influence: a Study of Three New York Museums
Thesis by **Xiaoyu Chen**
Advisor: Dr. Michael B. Goodman
May 2015

Modern Rise of a Knitting Subculture: A Look at How Mainstream Media Fails to Reflect a Progressive Culture Change by Perpetuating Stereotypical Identity Types
Thesis by **Brandyce Pechillo**
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
September 2014

Global High-Tech Companies' Corporate Communication in The China Market
Thesis by **Hui Zhong**
Advisor: Professor Peter Horowitz
Reader: Dr. Michael B. Goodman
September 2014

The Norm of Tipping and Workplace Culture: An Analysis of the Past and Present
Thesis by **Melissa Logan**
Advisor: Dr. Michael B. Goodman
Reader: Dr. Jana O'Keefe-Bazzoni
September 2014

Consumer Reactions to the Inclusion of E-commerce in Facebook
Thesis by **Dhanya Hemanth Raj**
Advisor: Dr. Michael B. Goodman
Reader: Professor Peter B. Hirsch
September 2014

Cultural Chinglish
Thesis by **Alvin Tran**
Advisor: Dr. Elisabeth Gareis
Reader: Professor Peter Horowitz
September 2014

Communicating with the Orphaned Corporate Subject: Sponsorship and Production of Simulated Realities in Early 1940s Corporate Film
Thesis by **Selcuk Pir**
Advisor: Dr. Alison Griffiths
Reader: Dr. Jayson Harsin

September 2014

Social Media Influence on Millennials Purchasing Decisions

Thesis by **Christina Markoski**

Advisor: Dr. Alison Griffiths

Reader: Professor Donald Singletary

September 2014

Remodeling Media: How broadcasting companies are responding to threats and opportunities of new media. A case study of NBC Universal

Thesis by **Tatiana Linkova**

Advisor: Professor Peter Horowitz

Reader: Dr. Michael B. Goodman

May 2014

"Princeton, we have a Problem" The Opt-out Revolution of Elite College Educated Women, and the Impact on Corporate Culture

Thesis by **Carley Tableman**

Advisor: Dr. Michael B. Goodman

Reader: Professor Stephen Dishart

May 2014

Wal-Mart's Public Relations Strategy in New York City During 2010 to 2012: A Case Study

Thesis by **Eric Lugo**

Advisor: Dr. Michael B. Goodman

Reader: Professor Peter Horowitz

May 2014

Why Should Hospitals Care About Social Media? A Study With Four Case Examples

Thesis by **Priyanka Dave**

Advisor: Dr. Michael B. Goodman

Reader: Professor Allison Clair

May 2014

Appreciated: A Phenomenological Study on Employee Newsletters, Inoculation Messages, and Employees' Feelings of Belonging at Work.

Thesis by **Marissa Levitan**

Advisor: Dr. Suzanne Epstein

Reader: Professor Peter Horowitz

May 2014

The Corporate Image of Credit Rating Agencies

Thesis by **Marquis Green**

Advisor: Dr. Michael B. Goodman

Reader: Professor Peter Horowitz

May 2014

Women, Corporate Leadership and the Glass Ceiling: Have We Come a Long Way, Baby?

Thesis by **Odalis Ortiz**

Advisor: Dr. Alison Griffiths

Reader: Dr. Eric Gander

May 2014

Marketing in Different Cultures, a Case Study on How Chobani Succeeded in American culture

Thesis by **Tugce Sagiroglu**

Advisor: Dr. Michael B. Goodman

Reader: Professor Peter Horowitz

May 2014

From Click to Act: How nonprofit organizations can use social media to generate funds and increase volunteerism

Thesis by **Patcharavadee Julotai**

Advisor: Professor Peter Horowitz

Reader: Dr. Michael B. Goodman

May 2014

The New Age in Basketball Training- A Strategic Communications Plan

Thesis by **Sadia Mehmood**

Advisor: Professor Peter Horowitz

Reader: Dr. Michael B. Goodman

May 2014

Analysis of Performance Management on Employee Motivation

Thesis by **Sheena Grant**

Advisor: Dr. Michael B. Goodman

Reader: Professor Stephen Dishart

May 2014

Religious Identity and Communication: The Muslim American Woman Experience with Religious Accommodation in the Workplace.

Thesis by **Yuridia Peña**

Advisor: Dr. Eric Gander

Reader: Dr. Michael B. Goodman

May 2014

A Framework Towards Transparency: Strategy Playbook for the Modern Conglomerate

Thesis by Susanne Templo

Advisor: Dr. Michael B. Goodman

Reader: Professor Stephen Dishart

May 2014

Corporate Image and Employment

Thesis by **Marvin More**

Advisor: Dr. Michael B. Goodman

Reader: Dr. Jana O'Keefe Bazzoni

May 2014

And What's the Good News? A Comparative Textual Analysis of Layoff Communication in the German and U.S. Airline Industries

Thesis by **Sandra Rieger**

Advisor: Dr. Michael B. Goodman

Reader: Professor Peter Horowitz

January 2014

Hispanic Millennials, Understanding Common Traits and How to Communicate with Them Without Falling into Stereotypes

Thesis by **Daniela Fleisman**

Advisor - Dr. Michael B. Goodman

January 2014

Towards an Integrative Conception of Corporate Identity

Thesis by **Manuel Alejandro Rodriguez Pardo**

Advisor - Professor Stephen Dishart

January 2014

'AP' Stands for 'Associated Press': The First Corporate Rebranding of the World's Oldest Media Company

Thesis by **Hal Hilliard**

Advisor - Dr. Michael B. Goodman

January 2014

Implications of Telecommuting on Work-Life Balance and Job Satisfaction

Thesis by **Veronica Roses**

Advisor - Dr. Michael B. Goodman

December 2013

All Work No Play: A study of work-life balance

Thesis by **Melissa Felrice**

Advisor - Dr. Michael B. Goodman

December 2013

The Standard Table of Influence and Strategic Communication by Theatre Publicists

Thesis by **Lauren Wolman**

Advisor - Dr. Michael B. Goodman

December 2013

Seven Days in January: Citizens United and America's Complex Corporate Relationship

Capstone Project by **Ellissa Corwin**
Advisor - Dr. Eric Gander
December 2013

Sisters Are Doin' It To Themselves: Examining Messages on Women and Leadership in Sheryl Sandberg's Lean In

Capstone Project by **Courtney Kurysh**
Advisor - Dr. Michael B. Goodman
December 2013

Invisible Children and Kony 2012: A Case Study

Capstone Project by **Alex Zimmerman**
Advisor – Professor Peter Horowitz
December 2013

Reputation Repair: Rebranding as a Strategy

Thesis by **Kelley Bertoli**
Advisor - Dr. Michael B. Goodman
December 2013

Promoting Organizational Diversity through Strategic Diversity Communication

Thesis by **Maryanne Ravenel**
Advisor – Dr. Caryn Medved
August 2013

The Corporate Government Relation in China: Case Study on American Multinationals, Eastman Kodak & Amway Corporation

Thesis by **Tiphonie Cheng**
Advisor - Dr. Michael B. Goodman
August 2013

Coming Up Short: Why Wal-Mart's Selective Embrace of Sustainability Can't Solve Its Reputation Challenges

Thesis by **Ben Samuels**
Advisor - Dr. Michael B. Goodman
August 2013

The Impact of Psychological Reactance on the reception of Employee Communication during Mergers & Acquisitions: A Case study of Forerunner Telecom, Inc.

Thesis by **Josephine Silla**
Advisor - Dr. Michael B. Goodman
August 2013

A Study of Open Office Spaces in the PR Industry

Thesis by **Jenny Chang**
Advisor - Dr. Michael B. Goodman

May 2013

Disaster Relief Logistics and Communication

Capstone Project by **Karine Sipel**

Advisor – Professor Peter Horowitz

May 2013

The work-life attitudes of Chinese millennial and managerial communication – A small law firm case study

Thesis by **Jiayu Li**

Advisor - Dr. Caryn Medved

May 2013

Cultural Business Communication Survival Kit for the American Business Person in Israel

Thesis by **Ahuva Yakov**

Advisor - Dr. Michael B. Goodman

May 2013

The Rise of the Chief Culture Officer

Capstone Project by **Nicole Castro**

Advisor - Dr. Michael B. Goodman

May 2013

Framing Maternity Leave Policy in the United States

Thesis by **Anastasiya Malisheva**

Advisor - Dr. Caryn Medved

May 2013

Analysis of the Advertising and Marketing Strategies of the Target Corporation

Thesis by **Amy Ragone**

Advisor - Dr. Eric Gander

May 2013

Corporate Communication and Sustainability: A Study of Research in (Slow) Motion

Thesis by **Kristia Beaubrun**

Advisor – Professor Peter Horowitz

May 2013

Ethnic Russian immigrants' acculturation experiences related to overcoming the English learning difficulties at their workplace

Thesis by **Liana Sargsyan**

Advisor - Dr. Michael B. Goodman

May 2013

Corporate Social Responsibility and its Effect on the Bottom Line

Thesis by **Kelly Phillips**

Advisor - Dr. Michael B. Goodman

May 2013

Reputation Management in the Non-Consumer Manufacturing Sector

Capstone Project by **Samantha Gouy**

Advisor - Dr. Michael B. Goodman

January 2013

Crisis Communication and Social Media: A Chick-fil-A Case Study

Capstone Project by **Michele Sack**

Advisor - Dr. Michael B. Goodman

January 2013

Breakthrough Communications at NYC Health and Hospitals Corporation

Capstone Project by **Rieke Celebi**

Advisor - Dr. Michael B. Goodman

January 2013

Best Practices in Crisis Communication and Social Media Influence

Thesis by **Lauren Zinsmeister**

Advisor - Professor Peter Horowitz

December 2012

Brand Voice in Social Media – A Strategic Guideline to Develop and Maintain a Consistent Brand Voice in Social Media

Thesis by **Katharina Volkmer**

Advisor - Dr. Michael B. Goodman

December 2012

Cause-Related Marketing (CRM): Using the Theory of Psychological Reactance to Build Effective Campaigns

Thesis by **Nikita Turnbull**

Advisor - Dr. Brian Housholder

December 2012

Coby Crisis Communication Workbook

Capstone Project by **Ortega Katarbarwa**

Advisor - Professor Stephen Dishart

December 2012

Occupy Wall Street & The Effect of a Grassroots Initiative on Corporate Identity & Personhood Case Studies of Brookfield Office Properties Inc. & Ben and Jerry's Inc.

Capstone Project by **Sutira Srakhao**

Advisor - Dr. Michael B. Goodman
December 2012

Social Media Engagement on Forums by Prevalence of Disease State

Thesis by **Carol Nordin**

Advisor - Dr. Michael B. Goodman
December 2012

The Effect of a Company's Corporate Culture on Customer Satisfaction A Case Study of the Walt Disney Company

Capstone Project by **Denise Abou-Chrouh**

Advisor - Dr. Michael B. Goodman
August 2012

Social Media and Nonprofit Organizations in China: The Scandal Surrounding the Red Cross

Capstone Project by **Sichen Liu**

Advisor – Dr. Alison Griffiths
May 2012

SOPA: Intellectual Property Protection or Internet Censorship

Thesis by **Domenica R. Karbid**

Advisor Dr. Eric M. Gander
May 2012

The Implications of User-Generated Advertising on Corporate Advertising Structures

Capstone Project by **Catherine J. LaRocca**

Advisor - Dr. Michael B. Goodman
February 2012

Are Corporate Social Responsibility programs destined to act as empty PR promises, or can they become part of core business: an exploratory look into BP

Thesis by **Grace Roodhouse**

Advisor - Dr. Michael B. Goodman
December 2011

Corporate Communication Campaign for Boys' Towns of Italy

Capstone Project by **Deepti Parekh**

Advisor - Dr. Michael B. Goodman
December 2011

Effective Communications: Expert Communicators Best Practices and Top Skills

Thesis by **Allison Clair**

Advisor - Dr. Michael B. Goodman
December 2011

The UN Communication Strategy: Some Challenges and Recommendations

Thesis by **Sharon Birch-Jeffrey**
Advisor - Dr. Michael B. Goodman
December 2011