

★ **SPRING 2021 COURSES** **MA in Corporate Communication Program Planner**

Name: \_\_\_\_\_ Empl. ID: \_\_\_\_\_  
Last First MI

Email Address: \_\_\_\_\_

<b>Required Courses (18 credits)</b>		<b>Credits</b>	<b>Term</b>	<b>Status</b>
★ COM 9510*	Legal and Ethical Issues in Corporate Communication	3		
★ COM 9620	Corporate Communications	3		
★ COM 9635	Research Methods in Corporate Communication	3		
★ COM 9640	Qualitative Research in Corporate Communication	3		
<i>Choose one of the following courses:</i>				
★ <i>Either</i> COM 9139*	Communication Strategy	3		
<i>or</i> COM 9505*	Media Analysis for Corporate Communication	3		
<i>or</i> COM 9656*	International Business Communication	3		
<i>Exit Requirement</i>				
<i>Either</i> COM 9991	MA Thesis in Corporate Communication	3		
<i>or</i> COM 9992	MA Capstone Project in Corporate Communication	3		

<b>Elective Courses (18 credits)</b>		<b>Credits</b>	<b>Term</b>	<b>Status</b>
<i>Any six of the following must be completed.</i>				
★ COM 9108*	Communication and Information Technology	3		
★ COM 9139*	Communication Strategy	3		
COM 9501	Corporations and Media	3		
COM 9505*	Media Analysis for Corporate Communication	3		
COM 9515*	Graphic Design for Media Professionals	3		
COM 9625	Corporate Culture & Sustainability	3		
COM 9626	Counseling the Corporation	3		
COM 9627	Work-Life Communication	3		
COM 9630	Corporate Media Relations	3		
COM 9636	Corporate Representation in Film, TV, Advertising, and New Media	3		
COM 9641	From Plato to Twitter: A History of Influence, Media, and Public Opinion	3		
COM 9642	Power, Privilege, and Difference	3		
COM 9643	Healthcare Communication and Public Relations	3		
COM 9650	Multinational Corporate Communication and Culture	3		
COM 9651	Persuasion and Advocacy	3		
COM 9652	Crisis Communication	3		
COM 9653	Investor Relations	3		
COM 9654	Employee Communication	3		
COM 9655	Corporate Advertising, Image, and Identity	3		
COM 9656*	International Business Communication	3		
COM 9657	Video Production for Corporate Communication	3		
★ COM 9658	Reputation Management	3		
COM 9659	Business Issues for Corporate Communicators	3		
★ COM 9660	Special Topics in Corporate Communication	3		

COM 9661	Special Topics in Corporate Communication	1		
COM 9662	Special Topics in Corporate Communication	2		
COM 9663	Special Topics in Corporate Communication	1.5		
COM 9670	Global Communication, Media, and Culture	3		
COM 9671	Organizational Responses to Social Movements and Social Media	3		
COM 9672	Visual Culture	3		
COM 9673	Theories of Globalization and Culture	3		
COM 9674	International Perspectives on Digital and Media Literacy	3		
COM 9800	Internship in Corporate Communication	3		
COM 9801	Internship in Corporate Communication	1		
COM 9900	Independent Study	3		

**Summary**

Core Courses: \_\_\_\_\_ Elective Courses: \_\_\_\_\_ Total Requirements: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Notes/Comments**

**Prerequisites/Recommendations/Reminders**

- \* **COM 9108** is the same as PAF 9108. Students will receive credit for COM 9108 or PAF 9108, not both.
- \* **COM 9139** course is the same as PAF 9139. Students will receive credit for COM 9139 or PAF 9139, not both.
- \* **COM 9505** is the same course as ENG 9505. Students will receive credit for COM 9505 or ENG 9505, not both.  
Prerequisite: ECO 8000
- \* **COM 9510** is the same course as ENG 9510. Students will receive credit for COM 9510 or ENG 9510, not both.
- \* **COM 9515** is the same course as ENG 9515. Students will receive credit for COM 9515 or ENG 9515, not both.
- \* **COM 9656** course is the same as IBS 9756; students will receive credit COM 9656 or IBS 9756, not both.